



E-Commerce Service

Problem:

This startup company had a unique service where they were able to harness families together using an “electronic fridge” which family members used to post information of interest to the families, i.e., pictures, announcements, private notes, etc. As a startup, they had limited resources and needed to get to market quickly.

Solution:

We took on the roles of CFO and Marketing Consultant and created a plan to test market selling some products, which resulted in very high sales percentages (34%). We also developed a financial plan to monitor the results and the payout to affiliates. This was the start of “viral marketing” now used by many companies. This concept and the results were of appeal to advertising companies.

Results:

The company was sold to a public-company at an excellent price—32 times annual sales.

Today's business climate requires a strategy to get ahead. You need to identify what differentiates you from the competition, capitalize on that strength and deal with your weaknesses - treat, terminate, tolerate or transfer (4 T's of risk management).

At GAP Enterprises, LLC we can help with our tailored programs designed to help you develop a strategic plan and execute a differentiation strategy, guaranteed to help you succeed! We start with a brief survey of your capabilities, analyze your resources and develop a plan. If you follow the plan, you will succeed!

Strategic Planning forces you analyze your strengths and weaknesses and identify opportunities and threats that affect your corporate objectives. This is also known as a SWOT (Strengths; Weaknesses; Opportunities; Threats) analysis. Strengths and weaknesses are internal factors over which you should have control. Opportunities and threats are external to your business, over which you may not have control. Your goal is to match your resources and capabilities to the competitive environment in which you work.

While our expertise is broad, we do have history in specific industries/disciplines:

Certified Public Accountants	Law Firms	Software Houses
Retailers/Etailers	Manufacturers	Importers/Wholesalers
Startup strategy	Enterprise Risk Management (including Sarbanes Oxley)	

Whether we develop a strategic plan for expansion worldwide, reorganize your existing operation (including Sarbanes-Oxley compliance) or design and develop an effective marketing program, you can be sure of results. With over four decades experience in the business world in various management capacities, our partners and staff can save you time and money with their extensive expertise.

Tell us about your organization (see below) and we will contact you within 24 hours to discuss your needs and how we help you succeed—locally, nationally or globally!

How can we help? *(Tell us about your organization)*

What is your name, title, company name, address, telephone, URL and e-mail address.

In which industry do you do business?

What do you do?

What products or services do you sell?

Where do you sell your products/services?

What are your objectives?

What is your target market?

E-mail this information to strategy@gapent.com



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Global Strategy With Imagination