



Case Study

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Mid-Sized CPA Firm

Problem:

This CPA/Consulting firm has 20 partners and 120 professionals in five offices in New York State. They attained distribution rights in the Americas for two unique software products geared towards public companies—Enterprise Risk Management (ERM) and Audit Management. In three years, they had sold two companies, even though the Sarbanes Oxley Act of 2002 became law during this period.

Solution:

We took on the role of Managing Director of Consulting and developed a strategic plan which focused the staff as being part of a large global network (which they were), rather than a local firm (which they also were). Our strategy included a targeted marketing plan with trade shows, seminars, press releases, magazine ads and direct mail. We redid their web site to a new, professional look, which told their story and drove business to the firm. We also created a targeted Power Point presentation for demonstrating the product/service, new marketing material, new proposal formats, new trade booth and other such marketing programs

Results:

They were able to capture four Fortune 100 clients within the first nine months. We also positioned them as experts in the industry with featured articles in two major, international trade journals (Internal Auditor and Internal Auditing) and two international trade organizations (IIA and NALGA).

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 to 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:

| | | |
|------------------------------------|----------------------------|------------------------|
| Healthcare & Pharmaceuticals | Professional Firms | Startups & Turnarounds |
| Retailers/Etailers | Importers/Wholesalers | Manufacturers |
| Global Strategy, Sales & Marketing | Enterprise Risk Management | Software Houses |

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 executive-level 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

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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