

Case Study

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Chinese Giftware Manufacturer

Problem:

One of the world's largest polyresin giftware manufacturers, based in China, had a desire to expand in the U.S. but had no idea how to reach the retail market, especially the larger retailers.

Solution:

We took on the position of Chief E-Commerce Officer and Chief Marketing Officer and developed a plan to expand. The plan included focus groups with potential target market, strategic alli-



ances with distrib-

utors selling to independent retailers, partnership with top boxing legends (Muhammad Ali, Larry Holmes, Roberto Duran and Gerry Cooney) and a major media event where we had 300 members of the press in attendance.

The boxers joined the program because of our unique product—a handprint mounted on a plaque, showing boxing in a positive light.



Results:

We established partnerships with major e-commerce distributors, sales to the top 10 U.S. retailers and acceptance of a startup in the market. Our unique method of developing products, including online design and review saved retailers time and money by avoiding trips to China, while producing excellent results. Focus groups told us how retailers looked at doing business in China, and enabled us to develop a strategic marketing plan based on that knowledge.

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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