

FIT 4 MARKET

MARKETING + COMMERCIALISATION



Make Your Mark.

What do your customers and potential customers think about you?

Great marketing helps you engage with your customers in a way that will make them want to purchase from you again and again.

Is that the type of marketing activity you want?



“Business only has two functions Marketing and Innovation”
(Milan Kundera)

How?

When an architect designs a house, they consult, analyse, work within certain constraints and develop technically sound creative plans.

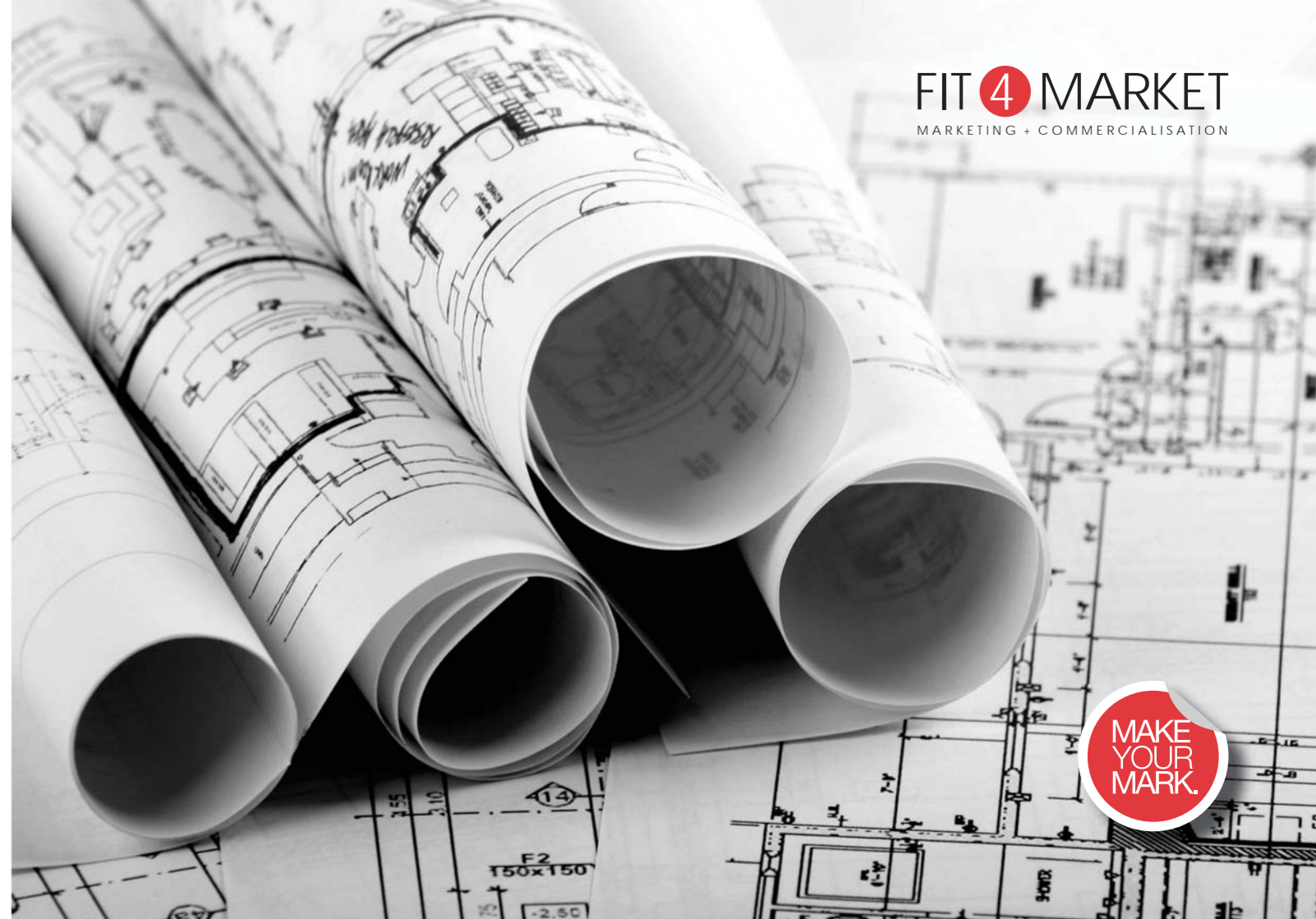
When you need to Make Your Mark, Fit 4 Market consult, analyse and work with you to develop technically sound but creative plans.

E-marketing, TV, events, relationship marketing, web, print, direct mail, the choice is endless and constantly changing. How do you select what is going to help you Make Your Mark?

With specialist, experienced consultants, Fit 4 Market work with you to drive every aspect of your marketing activity.

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MAKE
YOUR
MARK.



Clear Direction.

Know where you want to go but not sure how to get there? Not sure where you are going but know you haven't reached your potential? Fit 4 Market can help you Make Your Mark.

Sustainable marketing systems that integrate with the sales function to deliver real results. On-site mentoring to ensure that the plan becomes a reality.

Clear, practical, intuitive advice and implementation for all aspects of marketing from business development to branding to direct communication campaigns.

Increase sales, build market share, launch a new product, build current customer relationships. Make Your Mark.

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Clients.

“We sell high value, complex business solutions with long lead times. The marketing ‘system’ that Fit 4 Market has helped us develop is now delivering quality leads and improving our current client relationships. There is no doubt that this marketing activity has assisted our double digit growth in the last 18 months.”

Sue Rorrison, Advance

“Fit 4 Market is now a regular partner of the business. They have not only helped us improve our awareness in the market and make our advertising more effective but also encouraged us to become a real icon in the area. This means that opportunities now come to us and not our competitors.”

Tim Clark, Mount Barker Landscape Centre

“Strategic advice on how to boost our marketing and sales efforts. That is what we asked for and that is what Fit 4 Market has delivered.”

Peter Knights, CSSP

Make Your Mark. Call us on 08 8333 0734
email info@fit4market.com or visit us at www.fit4market.com



The Team.



Adam Basheer
 Managing Director

Add 10 years consulting to 10 years in marketing roles throughout the medical, grocery, pharmacy, food and beverage, information technology and agribusiness industries and you have Adam; Managing Director and a fierce advocate for the entrepreneur with significant commercialisation and venture capital raising experience.



Diane Kelly
 Consultant

Diane is a branding specialist with 14 years marketing experience across the globe. Vodafone and Unilever are amongst the companies that Diane has developed strong, integrated marketing campaigns for, drawing on her highly developed skills of brand management, communication and copywriting.



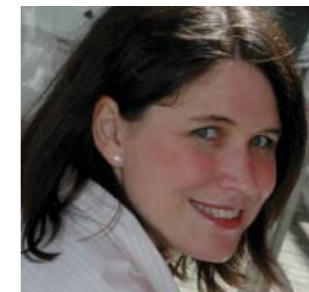
Helen Soulsby
 Consultant

Helen's background in front line sales for blue chip companies Pepsi and Adidas has ensured that her marketing approach always maximises sales. With sponsorship and marketing experience in the insurance and financial services field, she has specialised in business to business marketing for the last 5 years.



Megan McCormack
 Consultant

20 years of solid retail and consumer marketing experience for Megan, having worked primarily for national companies operating within extremely competitive markets. Safcol and Dairy Farmers were 2 of the key brands she managed prior to consulting and hitting the mark with medium sized retail and business to business clients.



Tania Hughes
 Consultant

With specific expertise in fast moving consumer goods (FMCG), Tania is highly skilled in developing packaging and marketing materials and developing market research initiatives for new products. She has more than 20 years in the business working for companies such as Berri's, Arnotts and SGIC.



Trish Leak
 Consultant

Retail, property and franchise are key strengths for Trish. She has developed category marketing strategies and brand blueprints that work and achieve objectives to organisations with numerous business partners. Wendy's, Nestle and Chemplus have all benefited from Trish's expertise.



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