

CASE STUDY

Business and Marketing Planning Equals Clarity & Direction



Two leading Australian personal trainers shared a common goal - they wanted to put the 'personal' back into personal training through shared knowledge and shared passion. It was from this shared goal that an organisation called Develop was born – delivering training modules for qualified personal trainers, contributing to the increasing availability of high quality personal trainers in the Australian marketplace.

Develop realised they needed to pin down their business and marketing planning but just didn't have the resources to start the process. They were quick to realise that their ever expanding to do list was not going to enable them to really sit down and focus on their planning. That's when they contacted Best Case Scenario.

"Best Case Scenario helped us understand the necessity of a comprehensive business plan, now our vision is a reality with the help of BCS's logical approach to business and marketing planning"

Lisa Brown, Director, Develop

"Develop Directors had a clear idea of where they wanted to be and what they wanted out of their organisation, but it was apparent they needed a comprehensive business & marketing plan to ensure they were heading in the right direction"

Luli Adeyemo,

Director, Best Case Scenario

Develop Directors had many of the fundamental elements required to build a business plan – there was just one problem – it was in their heads! So the first step Best Case Scenario took was to conduct a brainstorming session, a sort of thrashing out of their ideas, desires and most importantly their knowledge of the market place.

Best Case Scenario then structured many of their ideas and plans into a business and marketing planning template. This exercise enabled identification of information gaps to successfully position and launch Develop.

The following weeks were a very exciting time for Develop Directors, as they witnessed their business ideas and plans evolve into a marketable package that any investor would be keen to get on their portfolio.

As part of the business plan an extensive competitor analysis was also undertaken, this was what you could call the 'AHA!' moment, as Develop realised they were really onto something with their business concept. The analysis revealed that Develop had a unique offering and that personal trainers had very limited choices & support when considering their career development. The final part of the jigsaw was the completion of a comprehensive marketing plan that meet their overall short and long term goals, as well as their budget.

Upon writing this case study Develop decided to use Best Case Scenario to execute their marketing plan, this business case will be updated once the initial campaign launch has ended.

