



MELIORA CONSULTING

MELIORA / n. or adj. - a latin word meaning "for the pursuit of better"

WHAT WE DO

Meliora Consulting guides small businesses to uncover gaps, identify opportunities, and develop practical strategies to better meet customer needs and thrive as a business.

OUR APPROACH

Meliora Consulting helps you take an objective and comprehensive look at your company capabilities, customer needs and competitive environment. We provide a balanced and thorough assessment of your market mix (4Ps- product/service, pricing, placing and promotion).

We deliver **BETTER** outcomes by providing strategic alignment and execution services in the following areas:

- **Product/Service Lifecycle**– how to support a product or service differs greatly if it is a new product versus a mature one.
- **Prioritization**– deciding which opportunities are worthwhile for your business to pursue.
- **Process**- establishing sustainable approaches to ensure efficient use of resources.
- **Project Management**– developing and executing a plan to take an idea from concept to results.
- **People & Partners**- ensuring successful outcomes by aligning people and partners to company strategy.



©Meliora Consulting, LLC

SERVICES OFFERED

Business & Marketing Strategy

- Business Cases
- Business Development
- Competitive Analysis
- Data Analysis
- Market Insights & Research
- Strategic Planning
- Voice of Customer

Process & Project Management

- Post-Mortem Analysis
- Process Definition & Improvement
- Project Management
- Special Projects

Product & Market Management

- Marketing Programs
- Marketing Mix Differentiation
- Pricing
- Product Development
- Product Lifecycle Strategies
- Segmentation & Targeting

Team Transformation

- Talent Assessment
- Organizational Design
- Team and Talent Development
- Marketing for non-Marketers