

INTRODUCTION

2026

TOM DENNIS CONSULTING

TWO MAIN STEPS: (1) STRATEGIC CHOICES; (2) SUCCESSFUL BUSINESS

(1)

Are we focusing on the right opportunities, and allocating investment correctly between them?

(i)

Markets /
products / price
levels

(ii)

Value
chain

(iii)

Geographies

(iv)

Channels

...

(2)

How to win profitable business in our focus areas?

(i)

People

(ii)

Product,
propositions,
pricing

(iii)

Distribution /
network /
channels

(iv)

CX / marketing

...

STRATEGIC CHOICES: EXAMPLE ANALYSES

(I)

Are we focusing on the right opportunities, and allocating investment correctly between them?

(i)

Markets /
products / price
levels

- Size, growth, financial profile of markets, products, price levels....

(ii)

Value
chain

- Optimisation of positions / relationships per value chain step

(iii)

Geographies

- Potential per geography / business model / channel according to economic perimeter

(iv)

Channels

- Evaluation of competitor / benchmark business models per channel and identification of opportunities

...

SUCCESSFUL BUSINESS: EXAMPLE ANALYSES

(2)

How to win profitable business in our focus areas?

(i)

People

- What is the potential for a reallocation of our human resource for an improved return, in terms of happiness and productivity?

(ii)

Product,
propositions,
pricing

- Development of propositions to test (product x demographic x insight x benefit x design x price level...)

(iii)

Distribution /
network /
channels

- What is the potential for development of international business via online?

(iv)

CX / marketing

- How to optimise the relationship between our brand / marketing performance and our business activity?

...

OPPORTUNITY GENERATION AND SELECTION

What different levels at which to target opportunities?

(i)

Markets

- Potential new growth pillar for the company

(ii)

Platforms /
models /
channels

- Retail formats
- Online concepts
- D2C / subscription model
- Service models
- B2B model
- ...

(iii)

Products /
services

- Range extensions
- Private labels
- Share of shelf per product / category
- Online services
- Price levels
-

(iv)

Trends

- Marketing / cx
- Innovation / concept testing
- Promotions
- Merchandising (online / offline)
- ...

...

TERMS OF WORK AND CONTACT DETAILS

For one week of work: £700 per day

For one month of work: £600 per day

For two months of work or more: £500 per day

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