

Business consulting with an experienced consumer products executive

During my career in consumer products, these are the questions I have asked myself and my teams over the years as we work to chart our course forward. Today's consumers have less loyalty, are motivated less than ever by established brands, and now have more information at their fingertips than ever before, making them the most educated and knowledgeable consumers in the history of the global marketplace. Thanks to these complexities, big data, digital analytics, and consumer insights rule the day in assisting companies in the development and implementation of a product, brand, and corporate go-to-market strategy.

Understanding how your consumer thinks and engages with products collects information and ultimately makes purchase decisions defines the reality of the current consumer purchasing path.

How do you incorporate the consumer into your development process from start to finish?

How does this consumer focus ladder down to all organizational processes ensuring your overall corporate objectives are strategically aligned to deliver your end goals?

How do you bring the consumer along on the product development journey with you?

At SDJ Global Consulting, my



experience in leading global organizations has allowed me to assist companies with all aspects of the business development process.

Qualification and selection of Global Manufacturing & Supply Partners.

- Global Positioning to establish the most efficient supply chain processes.
- Manufacturing Protocols and Quality Standards that set your products apart.
- Global Business Planning to establish properly aligned timing and capacity requirements.

International Supply Chain Development.

Warehousing & Drop Ship / Direct to Consumer Planning.

- Domestic supplier supply chain development to more closely align with Retail Partners while minimizing costs.
- Model development that enables two-day standard delivery to a minimum of 85% of the US Consumer Base.

Total Organizational Structure & Growth Planning.

- Resource and Asset Management plans that define efficiencies and maximize return on people investment.
- Revenue and Business Plan development aligned with Organizational Structural requirements designed to deliver future growth.

Marketing & Sales Plan Development for short-term and long-term growth.

- Omni Channel Strategies designed to deliver Direct to Consumer, Retail Brick & Mortar, and Retail E-com Sales uniquely modeled to each consumer product or category.
- Long-term Brand Building models incorporating Long and Short Form Media and Social and Digital Assets developed to deliver maximum Search Engine Optimization.

Finance.

- Product Cost Modeling designed for each unique product go-to-market strategy.
- Corporate financial modeling based on fiscal or calendar year specific to each product and the seasonal selling cycles.

Human Resources – Team

Development – Corporate Culture.

- Creating unique team and corporate culture guidelines that align with overall corporate beliefs and values to attract the right talent for team alignment.
- Corporate Culture Development that helps organizations define their identity and what they stand for as a corporate citizen in the global economy.

For more information, email darrinjohnston@sdarrinjohnston.com.