

marketfever
Strategic Business & Marketing Projects
www.marketfever.com.au



capability statement

Key Information

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ABN	21 088 986 136
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Our Core Capabilities

Market Fever's core capabilities revolve around building business capabilities and bringing alignment across the core elements of an organisation for optimal performance and delivery of strategic objectives.

We also take on implementation of specific projects for our clients and can facilitate solutions at all levels within an organisation. Incorporating technology across all we do, our core capabilities are in the areas of **Strategy, Operational Performance, Growth and Transformation and Project Marketing.**



About Market Fever

Market Fever specialises in delivering strategic business and project marketing services to small and medium business as well as large organisations. We commenced operating in 1999 providing consulting services to companies operating in Australia and overseas. In July 2010, we changed our company name from Purple Performance to Market Fever to better align with our business model and service offering.

Since our start, we have gained a wide range of experience working with many different types of companies including small, medium and large organisations including large global organisations, not-for-profit and Australian Government Organisations. Whether, large or small, all organisations face strategic issues that need facilitated solutions or have specific projects they would like to implement, where skills-sets are not required on a full-time basis. With this in mind, we offer skills and experience "on call" to our clients.

To facilitate growth and best serve our clients, we also have an integrated business network and operate when needed on an affiliation basis. This approach allows us extra resources and experience from other competent strategy consultants in areas outside our own core offering. Our goal is to provide services to our clients at a reasonable cost and bring in specific additional resources as projects may require.

Market Fever is based in Perth, Western Australia and we provide services locally, nationally and globally as required by our clients.

Our Services

Strategy

Our Business Strategy capabilities are supported by a unique set of methodologies, tools and thought leadership. We work closely with our clients and their stakeholders to develop a clear vision of the strategic issues facing their organisation. We then work together to design strategies to capture opportunities that create sustainable growth, value and competitive advantage.

To every assignment we bring enthusiasm, duty of care and depth of experience gained from over 20 years of working with a diverse range of companies across many types of products, services and industries, along with an integrated approach to strategy that is second to none.

Whether our clients are an entrepreneurial start-up or already in operation we offer a wide range of services in:

- Strategic Business Planning & Development
- Competitive & Growth Strategy
- Strategic Reviews
- Strategy Audits
- Export Development
- Marketing Strategy & Planning
- Segmentation Analysis

Operational Performance

To sustain your competitive advantage and have confidence that strategy is being implemented effectively, all the elements of an organisation need to be aligned to ensure the right capabilities are in place to deliver the strategic plan.

Market Fever works to bring strategic alignment and enhance operational performance by reviewing the structure and processes in your business along side your people, culture and leadership both from the top and within the business.

All businesses are faced with issues resulting from growth and transformation, mergers and acquisition and changes in the external market environment. Addressing these issues by identifying real causes rather than looking only at surface symptoms can bring improved performance. We achieve this through the following services:

- Business Process Design, Consulting & Training Delivery
- Business Coaching
- Organisational Design
- Resources & Capability Gap Analysis
- Strategic Diagnostics





"Starting, reinvigorating, reinventing or overhauling your business?"

We are with you every step of the way."

Growth and Transformation

Growth is about getting larger as an organisation by increasing market share organically through product, service or geographical expansion, via mergers and acquisitions or both. Transformation is about reinvigorating, reinventing or overhauling your business through a change in your business model and capabilities in order to maintain your competitive advantage for long term sustainability.

Driving continuous improvements within your organisation are critical to business growth add and delivering value to your clients. Identifying, analysing and implementing growth and transformation initiatives on a strategic timeline will keep you focused on long-term success. We work with our clients to identify growth opportunities and assist them to design, development and implement business programs to achieve their objectives through:

- Local, National & Global Expansion
- Change Leadership
- Change Strategy & Implementation
- Coaching and Training
- Organisational Development & Optimisation
- Merger & Acquisition Support
- Operational Due Diligence
- Systems Implementation Support



Project Marketing

Many of our clients already have their strategy in check but are looking for extra resources to design or implement marketing strategy. We fit here too. With years of experience designing and implementing marketing strategies in Australia and overseas markets, Market Fever offers a wide range of project marketing services to assist with achieving corporate objectives.

- Customised Projects
- Corporate Branding
- CRM Implementation Support
- Market Research
- Marketing Audits
- Marketing Campaigns
- Marketing Communications
- Product Development
- Event Management



"Extensive International and Industry Based Experience"

Our Values

Building strong client relationships is central to our focus and our core values revolve around honesty, reliability and quality of service delivery. Bringing a broad range of industry and practical experience to every engagement, we integrate the following values in all we do:

- Absolute integrity, transparency and confidentiality.
- Truthfulness, our independence allows us to say it as we see it and put forward different points of view.
- We operate as one with our clients.
- We provide consistently high standards of service and people.
- We focus on measurable results for our clients.
- Services at reasonable costs to our clients.
- Continuous learning and improvement philosophy.



Our People



Consultant	Experience
<p>Emma Ruefli MBA (Exec), B.Bus, QPMR Director & Principal Consultant</p>	<p>For over 19 years, Emma has worked in the areas of business strategy, process design, finance, strategic & export marketing and organisational development in Australia and overseas. Emma has held senior management and directorship roles throughout her career and has facilitated business growth locally, nationally and globally. With a strong focus on business management and a commitment to excellence in client service, Emma brings a broad range of experience from construction, mining & resources, engineering and manufacturing to the international trade, education and training sectors.</p>
<p>Brad Booth MBA (Exec), B.Ec, CA Senior Consultant</p>	<p>Brad has over 14 years of experience working in management consulting roles for clients, operating in Australia and overseas, across the finance, entertainment, industrial, services, fire and security, transport and logistics and engineering sectors. In addition to his formal education in economics, accounting and business, Brad has extensive hands-on experience in managing business transformation programs across multiple state based and overseas offices. Key areas of expertise including business process reengineering, project planning, budgets, resource allocation, risk management, steering committee support and systems support.</p>
<p>Kim Jacobsen MBA (Exec), B.Sc (Mathematics) Senior Consultant</p>	<p>Kim has 20 years experience in a variety of commercial, strategic, analytical and implementation roles. She has worked across diverse industries including ICT, mining, oil & gas, financial services, not-for-profit and government. Recently Kim worked for a large ISP, where she was involved in corporate strategy and managing the investment and acquisition function. Prior to this Kim had several contract roles including working in the strategy division of Synergy on new commercial opportunities and analysing competitor activity. She also worked as a change consultant for a not-for-profit working with the executive team to build organisational capability and prepare the organisation for wide scale change.</p>
<p>Sumi MacNaughton, B.Bus (Mktg) Consultant</p>	<p>Sumi has more than 15 years of experience in strategic marketing, human resources, business analysis and general management roles in the education and training, agriculture, engineering, construction and travel industries. This experience is founded on formal training in business and marketing. With a particular passion for organisational design, learning and development, Sumi has managed a wide range of projects both within Australia and globally.</p>

Our Client Philosophy

We work closely with our clients to tackle key strategic issues, develop clear objectives, analyse existing performance, design business strategies and implement solutions across the organisation for measurable results.

In doing so, we ensure our focus is on delivering real value from business initiatives and ultimately assisting businesses to be more capable. We take on a full range of projects from strategic planning and development at the top to practical implementation of projects as required by our clients.

"Unique methodologies, tools and thought leadership."

Snapshot of our Experience

Over the past 12 years, we have gained extensive experience across a wide range of products, services and industries. We work closely with our clients to enhance and grow their business. Below is a sample of some of the projects we have worked on. Additional project references are available on request.

Client/Project	Description	Industry	Duration
Global Product Development, Market Research and Product Roll Out Modernization Division KONE Plc, Bristol United Kingdom	KONE is one of the global leaders in the elevator and escalator industry. The company has been committed to understanding the needs of its customers for over 100 years, providing industry-leading elevators, escalators and automatic building doors as well as innovative solutions for modernization and maintenance. Working closely with KONE's Modernization Division management and engineering team, Market Fever undertook global market research to redefine the product platform for elevator modernization products. On completion, Market Fever rolled out the global launch for the new elevator modernization product range.	Manufacturing	12 months
Strategic Development and Training Delivery Wheatbelt Development Commission, Merredin Western Australia	The Wheatbelt Development Commission is a statutory authority charged with the role of implementing the WA's Regional Development Policy. This role incorporates project management and program delivery, coordination of community dialogue, strategic planning, promotion of investment opportunities and partnerships with local government.	Australian Government	4 months
Business Process Design, Consulting & Training ASEAN Now Australian Trade Commission, Jakarta Indonesia	Austrade is the Australian Government's Trade and Investment Development Agency. ASEAN Now is a regional customer service centre with the objective of facilitating Australian export development in the ASEAN group of countries.	Australian Government	8 months
Strategic Planning & Competitive Strategy Landscape Constructions, Perth Western Australia	Landscape Constructions are talented landscapers based in Perth and have been involved with the Perth landscaping industry for over 10 years.	Landscape Construction	Ongoing
Strategic Growth Initiatives and Implementation LUXE Charters, Perth Western Australia	LUXE Charters provides professionally chauffeured chartered vehicle services utilising a fleet of modern luxury vehicles.	Transport	Ongoing
Business Planning (WA Chapter), Professional Development Program & Management and Member Research Institute of Chartered Accountants in Australia, Perth Western Australia	The Institute of Chartered Accountants in Australia (the Institute) is the professional body representing Chartered Accountants in Australia and its members work in diverse roles across commerce and industry, academia, government, and public practice throughout Australia and in 109 countries around the world.	Not for Profit	12 months
Foreign Market Entry Facilitation IDC Technologies, Perth Western Australia	IDC Technologies is a global provider of engineering and technology training.	Education & Training	12 months
Strategic Planning, Business Process Review, IT Infrastructure Upgrade and CRM System Development Central Systems, Perth Western Australia	Central Systems is a leading provider of civil and remedial construction services to the resources, commercial & industrial sectors.	Civil Construction	Ongoing



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