

Competitive Positioning Strategic Plan

Consulting Practice: Sample Consulting Group

1. Market Overview

The management consulting industry is highly competitive, with a mix of global firms and specialized boutique consultancies. The demand for expert guidance in digital transformation, process optimization, and change management is increasing.

2. Target Client Segments

- Mid-sized and Large Enterprises
- Organizations undergoing digital transformation
- Companies seeking operational efficiency
- Nonprofits aiming for scalable growth

3. Key Competitors

Firm	Strengths	Weaknesses
ABC Consulting	Strong brand, global presence	High fees, less agile
XYZ Solutions	Boutique approach, niche expertise	Limited resources, smaller network
123 Advisors	Data-driven insights, strong client base	Generic solutions, slow decision making

4. Unique Value Proposition

- Bespoke solutions tailored to each client's needs
- Agile teams delivering rapid results
- Expertise in transformation and digital innovation
- Cost-effective and transparent pricing

5. Strategic Objectives

1. Increase client base by 30% within 12 months.
2. Enhance service offerings in digital strategy and change management.
3. Strengthen brand awareness through thought leadership.
4. Build strategic partnerships with technology providers.

6. Key Actions

- Develop case studies and publish whitepapers.
- Host webinars and workshops targeting decision-makers.
- Implement targeted marketing to priority sectors.
- Engage in industry events and networks.

7. Metrics for Success

- Number of new clients acquired

- Revenue growth
- Client satisfaction scores
- Market share in target segments