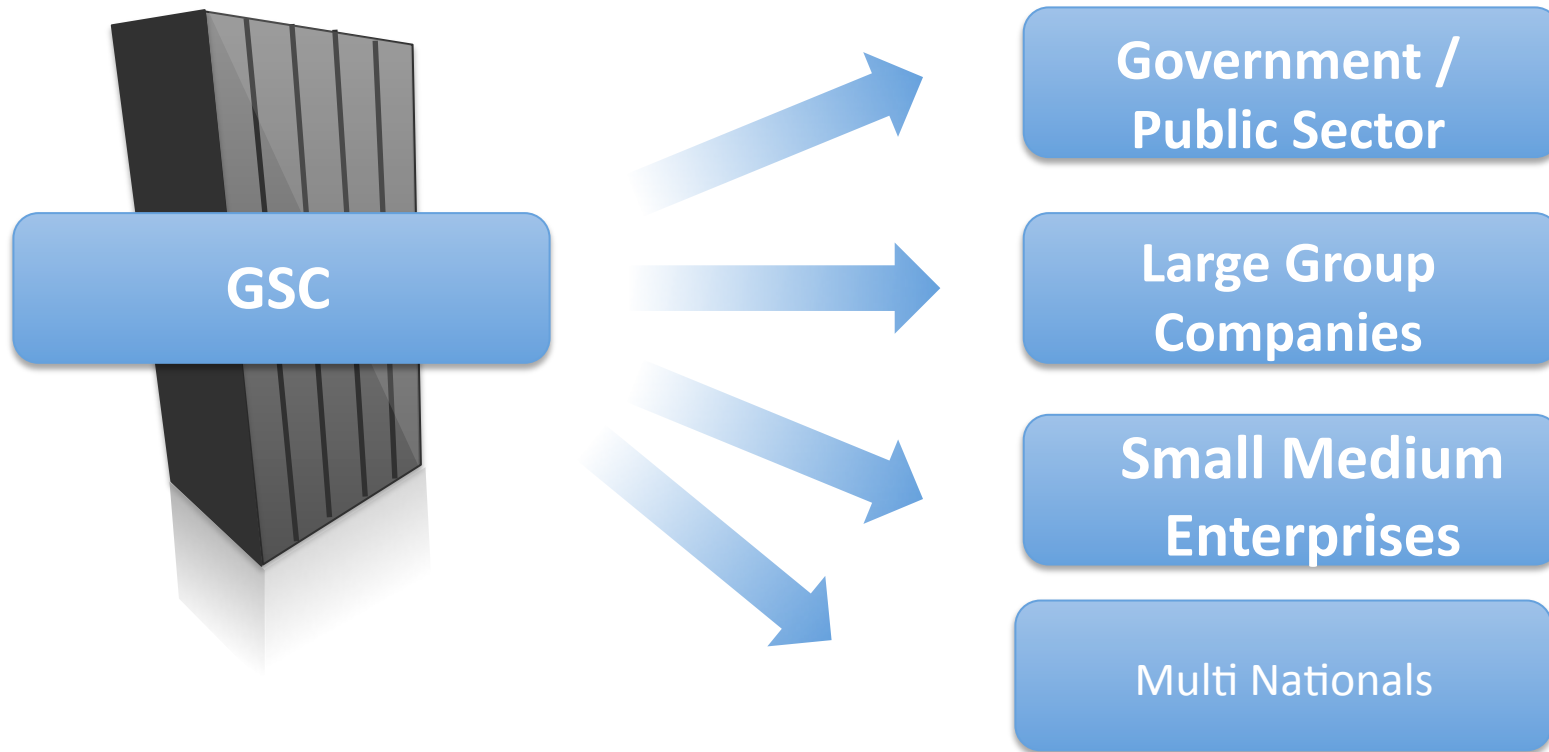




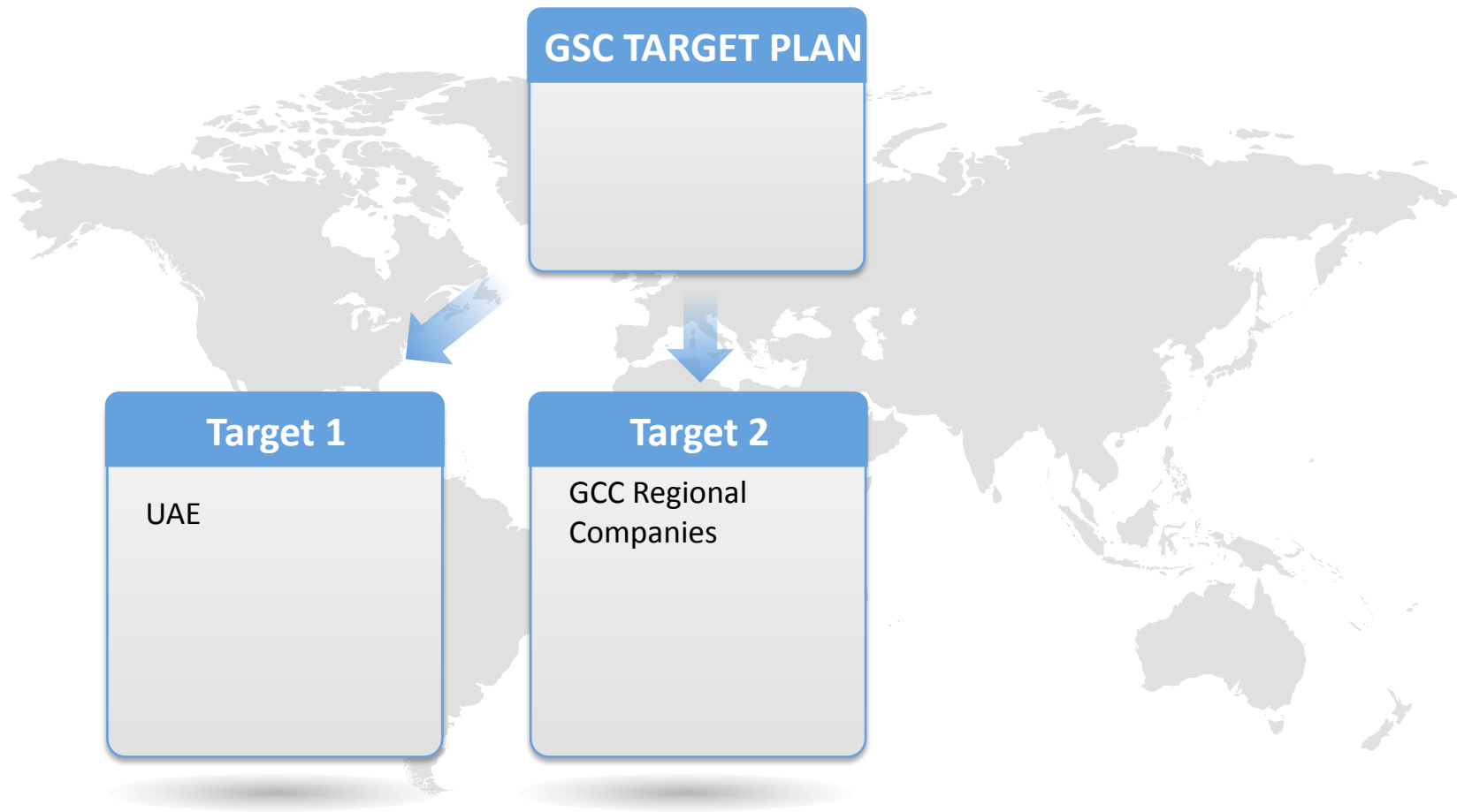
# **MARKETING & COMMUNICATIONS STRATEGY**

# Segmentation

Segmentation by Industry Verticals



# Target Market



# Who is the target audience?



# Strategic Objective

To become a real choice ... and get included in the choice set.

Consider Consultant ?  
On Business Strategy  
Technology Advisory ?  
Finance advisory ?



Think GSC

# GSC Positioning Concept

## Positioning Concept/Summary— What Sets GSC Apart

GSC is a client centered firm. Right from the first exploratory meeting to understand the client's requirements , GSC provides top class , high end consulting and always take a long term view of our clients.

GSC is synonymous in making client says ' WOW'— which is GSC's primary mission

Our Management Consulting practice provides expertise , ensure technology work , have a long client relationship and is driven by passion to excel

GSC is helps clients in transformational consulting. We help clients transform business. Aid in technology transformation & assist in process transformation services.

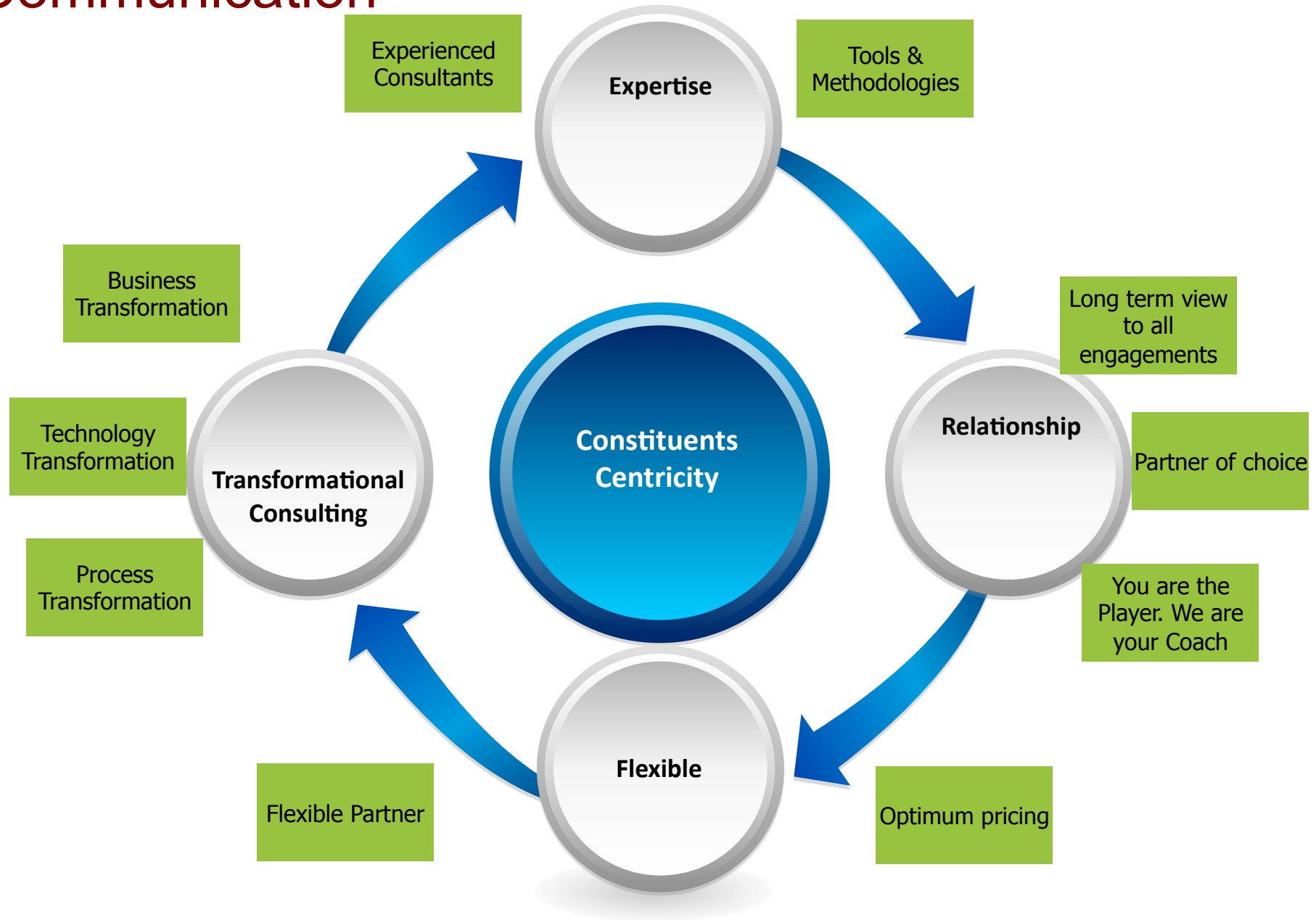
We guarantee that you would say WOW, well done.

UD Positioning Concept

Evoked Words.. Defining GSC Qualities

Expertise. Relationship

# GSC– Positioning Attributes for External Communication

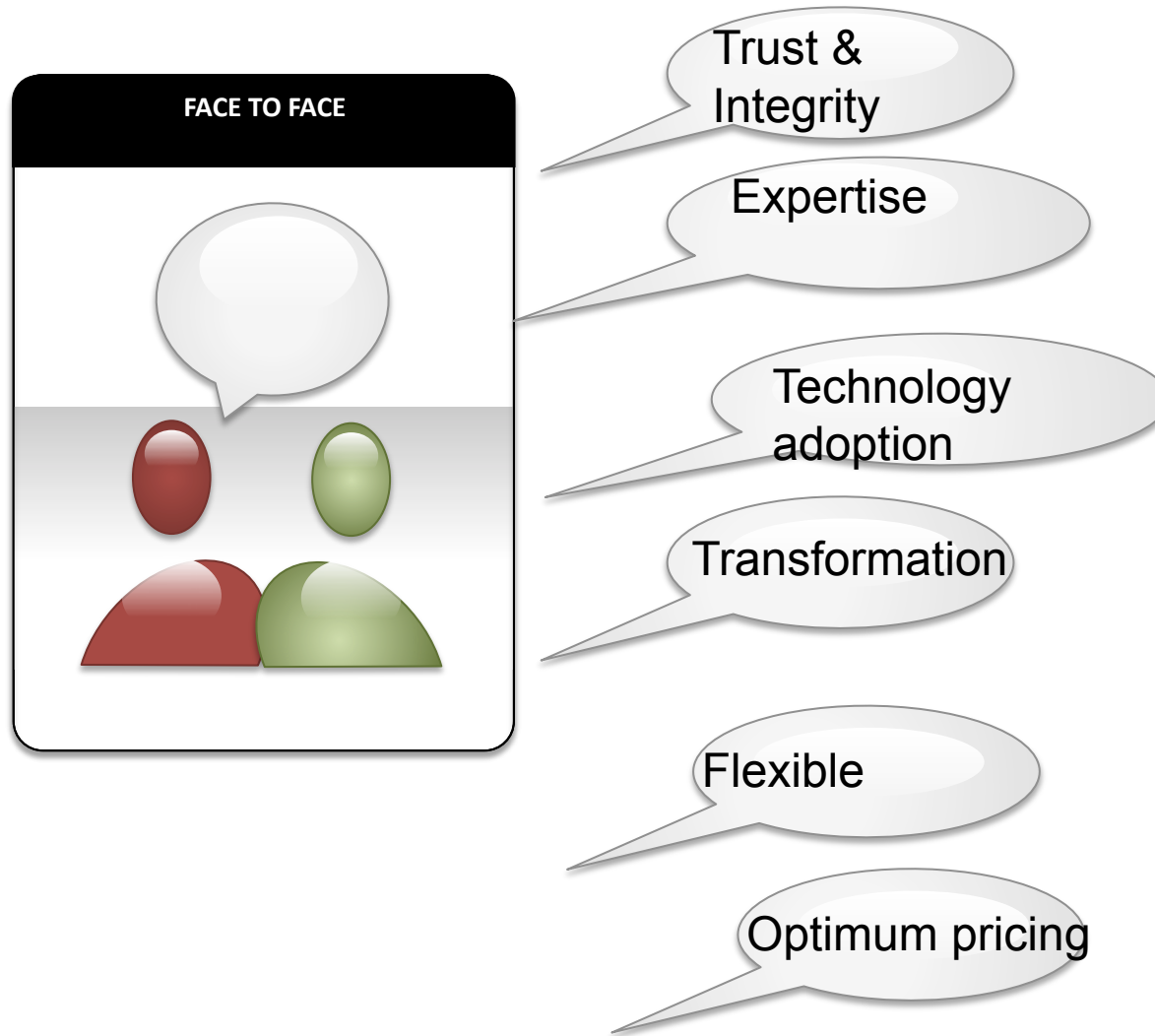




# Defining the GSC Brand Attributes



# Communications Guidelines – to Client Eco system





**Great Sands Consulting**, PO Box 126902, Office 808. The Citadel, Burj Khalifa Area, Dubai, [www.greatsands.biz](http://www.greatsands.biz)