



who are we?

Think of us as the “best team you never knew you had.”

Why? Since 1999, we’ve worked with companies in nearly every industry, focusing on strategy, innovation, and marketing, with the concentration on practical, customer-focused insights that lead to results.

Orchid Strategy Group will assess problems and deliver strategic, yet practical solutions so your business can achieve sustained growth. That’s what we mean by “the complexities of growth made simple.”

Our team — “your team” — utilizes an approach based on data, research and a deep dive into your customer...to discover your particular business needs and meet challenges. What’s more, we’re with you from strategy through delivery.

No matter how complex your problems, we’ll identify, devise and prioritize solutions, and deliver a tactical roadmap to put them into action.

Of critical importance, we’ll show you where you should stop spending and start investing your resources. And we’ll explore options to help you retain your customers and acquire more of them.

“The complexities of growth made simple” is the principle that differentiates us from other consulting firms. We’ll deliver on this promise by furnishing a 360-degree assessment of your business, a realistic plan to meet your goals, and the necessary execution to achieve results.

We look forward to working with you!

how do we work?

First and foremost, we’re customer focused. We understand you’re in the difficult position of meeting the needs of an increasingly complex marketplace, while staying true to your company’s mission. *Our* mission is to deliver results and help you meet your goals with a multi-faceted, yet simple, approach.

ORCHID STRATEGY GROUP WILL:

listen. The right answers can only evolve from asking the right questions.

learn. Client input and collaboration begins with key stakeholders who’ll be asked what *they* think the toughest challenges are. They’ll be encouraged to voice the “unspeakable,” or thoughts/ideas that they’ll divulge to us, but not to you!

evaluate. Your most important issues are defined by a team of outstanding people who will gather, analyze, and optimize relevant data/research, plus apply testing and pilots, where needed. Senior Orchid partners are involved throughout the project — from beginning to end.

prioritize. Customer focus is combined with industry expertise and best practices so that options are identified and prioritized.

recommend. Provide options for retaining and acquiring more customers, plus suggestions on where to invest (and stop wasting) precious resources.

act! Make it happen with a 360-degree assessment of your business, along with a tactical roadmap, which we will help execute, to achieve your goals.

the complexities of
growth made simple.



what can we do?

Trust us to do whatever it takes to resolve your business growth issues so you can concentrate on the task at hand: Running your business.

Of primary importance, you can expect seasoned advice supported by years of experience working in a wide range of vertical industries. And when it comes to execution, Orchid Strategy Group is hands on!

WE PROVIDE A FULL SUITE OF SERVICES, INCLUDING:

- **Business plans** to maximize your opportunities and improve market share.
- **New product innovations** to expand your target market and deepen current customer relationships.
- **Acquisition/retention programs**, either created or optimized.
- **Contact, channel, messaging, and pricing strategies** to set your company apart and reinforce your value proposition.
- **Surround sound marketing plans** including advertising, direct mail, social, mobile, and more.
- **Testing plans and tactical roadmaps** to elicit results and bring your goals to fruition.
- **Program delivery and staff augmentation** when you have a plan, but need a savvy team to implement it.

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OrchidStrategyGroup.com
WOMEN-OWNED COMPANY