

# ATLANTIC CAPITAL - BUSINESS DEVELOPMENT

ATLANTIC CAPITAL delivers top of the range marketing and operational performance.

We concentrate on designing and implementing new marketing strategies to increase our customers' market shares and accelerate the profitability of existing and new product lines.

Our operational consulting work secures the promises of our clients to their customers and shareholders thereby enhancing their value propositions.

## MARKETING SERVICE OFFERINGS

- Marketing Research
- New Product Development
- Field study
- Marketing Surveys
- Customer behavior
- Pricing
- Product Positioning
- Competitors watch

## OPERATIONS SERVICE OFFERINGS

- Reorganizations
- Accelerating Development
- Industrial Performances
- Operational Audit
- Post acquisition integration
- Benchmarking
- Industrial segment analysis
- Project Management
- Outsourcing