

# ABOUT BUZZDRIVERS



At BuzzDrivers, we provide management consultancy services with a difference. We treat our clients' businesses as our own and measure our success through the success of our clients. We not only recommend business solutions but implement them as well. Working very closely with clients, we are engaged throughout at every stage of research, planning and execution of a business project. BuzzDrivers partners with some of the UK's key strategic brand and marketing consultancy firms to license their proprietary and trademarked tools.

## Customised to clients' requirements, we

- Assess needs
- Solve Problems
- Provide additional resources
- Implement projects

Our solutions could be in any of the areas of our expertise including, but not limited to, Branding and Corporate Identity, Marketing Research, Strategic Business Planning, Go-to-market Strategies, Outsourcing, Training and Development, eBusiness and Web 2.0.

## OUR KEY SERVICES

- Corporate Identity, Branding and Marketing** -- Research, design and implement brand strategy and positioning, including brand architecture with our cutting-edge, proprietary & trademarked tools.
- Market Entry Strategies and Buzz Marketing** -- Help organisations devise and implement market entry and distribution strategies for the Indian, UK and US markets, using a mix of traditional and non-traditional methods, for example, the word-of-mouth or buzz marketing.
- Strategic Analysis and Planning** -- Help organisations define their vision and direction at the corporate, business unit and product levels in a novel way that is holistic and service-oriented .
- eBusiness and the New Web 2.0** -- Design, strategise and implement eBusiness ideas with a clear understanding of the New Web 2.0 etymology & trajectory.
- New Product and Service Ideas** -- Conceive, design, structure and implement new product and service ideas leveraging the core competencies and strengths of clients' organisations. Our measured creative leaps in the new business and product development area address unmatched customer needs, which make sound business sense and yield competitive advantage to clients.
- Service Process Design, Analysis, Audit and Reengineering & Outsourcing** -- Provide support in evaluating and recommending process improvements in service delivery thus addressing the vital area of Service Quality.



- Research, Analysis & Training** -- Deliver industry and market reports through our regular monitoring service. Conduct customised primary and secondary research specific to clients' requirements.
- Training & Development** -- Conduct customised executive development programmes in all the areas of our management consultancy services.

Our current list of clients include some of the well known names in aviation, travel & tourism, household furnishings, consumer goods, web 2.0, TV & radio broadcast sectors.

