



Business Development, Strategy, Marketing

About our approach and how it can make things really work for you

We help move your business to the next level or make your vision reality. We provide coaching and business support services around the Yarra Valley, Melbourne and beyond and across diverse sectors of small and corporate business. Our experience is unique and diverse and our success is in what we deliver and do for your business. Below is a set of brief explanations to provide you with a feel for how we could change things for you.

A Melbourne company with international reach and a diverse portfolio of services required a complex set of risks carefully managed and services better promoted to increase growth. Our teams formulated leading edge risk management plans and delivered risk management training to staff. We developed a set of bespoke business and strategic plans to increase growth and delivered training to the business development team. A new brand and all sales materials were infused with neuro marketing principles and our Social Media and Public Relations strategies complimented our advice on their website and search engine optimization, thus increasing the companies profile enormously. The organization significantly increased its earnings, secured new contracts within months, and continues to grow with our support.

A consortium wanted to develop a new construction company in the bushfire affected regions of Victoria. Research established that business development and marketing in Marysville and other fire affected regions would require a careful strategy. Introducing a new brand and marketing it effectively after such a crisis required a high level of sensitivity, careful public relations and sound neuro marketing consideration. Our consultants assisted the consortium with business development specific to Marysville and the region and the creation of a powerful, but locally infused brand. We carefully managed design and print materials, public relations and provided initial set up support and business coaching. The company is now established and flourishing across the wider region.

A cottage style produce supplier in the Yarra Valley had the ambition to develop a strong business, but required marketing insight into the Yarra Valley, business development and coaching expertise. Even within a small budget our consultants developed a quality business and marketing plan, advised on the brand, marketing and website development, and managed design, print and commercial photography. We continue to drive their strategic planning, positioning and all marketing activity and the company now employs several staff, is growing successfully and is moving into a larger market segment. We continue to provide business coaching as they reach beyond the Yarra Valley and into Melbourne.

A new Bed & Breakfast venture required small business marketing support and strategic advice for sound business development and marketing in Marysville, Healesville or the Yarra Valley. Our

Consultants provide valuable small business support with strategic planning and the setting of firm and focused objectives. We assist with market research and develop marketing and business plans. Regions are carefully analyzed for tourism, occupancy levels and return on investment and a leading edge brand is created. Marketing and business targets are crafted and we assist with quality business cards, brochures, commercial photography, an intelligent SEO website and ongoing business development and coaching.

A high profile business and community leader suffered significant reputational damage. Our Consultants examine the risks and mitigate further damage whilst creating diversion and creating a viable and effective form of recovery. A combination of public relations tools, social media work and crisis recovery techniques quickly stabilized the situation and began to enhance the client whilst diluting any longer term reputational damage.

A senior executive with plans to form her own Melbourne based enterprise required professional development and business coaching. Our Consultants assist with training, business coaching and business development whilst researching her new venture. The important networking requirements across Melbourne and in Victorian country areas are assessed and the most effective marketing avenues carefully cultivated. We assisted in developing strategies to ensure she leaves her executive position with excellent relationships intact, assist in forming and planning the new business, building the brand and developing leading edge marketing strategies across Melbourne and the Yarra Valley.

A Yarra Valley tradesperson working long hours desperately needs assistance with business coaching and support. With the business in financial difficulty and with no business or marketing plans, no effective business systems and motivational difficulties stress is affecting not just the business. Our Consultants set out a business planning structure, formulated business plans, marketing strategies and goals and continue to provide business development and coaching as the business grows and time and finances are managed more effectively. The business diversifies, seeing real profit and growth and is becoming more manageable and far more enjoyable.

An investor looking to establish a new venture in the Marysville or Yarra Valley region required assistance with strategic positioning and the development of a quality tender for a financial grant. Cavell Consultants assisted with networking across the Yarra Valley and strategic positioning, produce a quality brand and create marketing material, PR strategies and tender support.

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