

# IntelligentQ



**BUSINESS CONSULTING**



**MARKETING COMMUNICATION**



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## PROFILE

IntelligentQ was started in 2013 in Kolkata to offer business consulting, marketing and communication solutions. Mr. Debajyoti Basu, a Business Consultant with more than 12 years experience in leading multinationals founded IntelligentQ to fill the gap that lies in the Indian and global ecosystem for quality consulting services especially for small and mid-tier companies. Our objective is to understand the business problems of our customers, solve those problems help them scale-up and stay ahead of the competition.

## VISION

To be the first port of call for CxO's for all their business consulting requirements. Ensure that the IntelligentQ brand stands for excellence in business consulting services achieved through hard work, honesty and driven by client interest.

## MISSION

To work with our clients and hand-hold them at every stage of their business challenge and ensure that the challenge is resolved. Help our clients to achieve efficiency and business growth within committed deadlines.

## BUSINESS CONSULTING SERVICE

Our strategic consulting service offerings are designed to address client specific requirements of identifying business problems, analyzing and mapping markets for new product launches, impact analysis for existing products, services or programs and suggesting effective client solutions. We have the expertise to analyze client requirements at micro and strategic level and deliver solutions to meet their business objective.

- **Feasibility Studies** - Feasibility study revolves around multiple factors and these include existing market, challenges, potential customers and revenue forecasting. Our studies help clients to get a clear picture of market in which they operate or plan to operate.
- **Strategy Evaluation** - Our strategy evaluation process is well tested with multiple clients. Once we have an assignment in hand, we create and freeze the program structure. Based upon the program structure we work using different models (top-down analysis, bottom-up analysis) and create the most effective solutions for our clients.
- **Strategy Implementation** - As a follow-up step to our strategy evaluation process, we help clients with their strategy implementation. Creating the strategy report is only half the work done. We work with our clients to help them implement the strategy, regular updates and reporting and highlighting any pitfalls.
- **Business Plans and Investor Presentations** - We have expertise to develop Business Plans and Investor Presentations for securing funding. Our business plans cover all aspects of financials, market study, competition and Operational model that help investors to get a clear idea of the Business.
- **Market Evaluation and entry** - Market evaluation is a key step before the launch of any product or service. Our market evaluation study is based on hard facts and numbers. The numbers are analyzed and put into our analysis model to help clients take an informed decision.
- **Creation of IT Roadmap** - We have expertise in developing IT roadmap for businesses across domains. Based upon our extensive experience of technology and business, we help clients define their IT road map based upon existing business scenario, technology adoption and future business requirements.
- **Product Specific market evaluation and strategies** - Working with industry standard databases cannot be a solution in every case. Data from standard sources may provide a bird's eye view of the market but analysis of the market is important to get a clear idea. We step in as specialist market evaluators and create strategies that help clients to launch products in the market.
- **Digital Marketing Strategy Analysis and Implementation** - We have successfully worked with clients to derive their digital strategy. Our approach is to create a framework around which the strategy will be developed. We provide clear guidelines, investment required and recommendations.

## MARKETING COMMUNICATION SERVICES

- **Corporate Presentation** - We create professional presentations for that include client presentations, internal communication, sales presentations, company off sites, investor presentations or any other internal and external communications. We give equal emphasis on design and content to create a great impact.
- **News Letter** - Our newsletter writing service is focused on achieving the marketing goals of any organization. We design the newsletter to incorporate all the news items and company information that are relevant for the organization in the current time. The newsletters are well designed, interesting and helps in building the brand.
- **Website Design and Content** - A corporate website provides information about the business. While writing content for client websites we ensure that the message that goes to the external world gives a clear idea of the organization's mission, vision, and offerings. Our designers work in sync with the content team to create brilliantly designed websites.
- **Brochures** - A Brochures is an adaptable tool used to inform customers about the product and service offered by the company. We create brochures that are designed to get the 'WoW' effect. Our graphics team creates several options that are shared with the customer.
- **Product Factsheets** - A product factsheet gives comprehensive description of a product. There is no limitation on the product domain. It can either be a food product, software product, telecom product, mechanical product or any other. We have created product factsheets in Software, Telecom and several other domains. Our expertise lies in understanding the product technology and functionality and then delivering a well designed and comprehensive factsheet.
- **Social Media** - In today's competitive business environment it is not enough to have a website for a business. To remain in a market one has to stay connect to the customers as customer always interact with the brands through social media. We also experiment a lot with our social media service to keep abreast of latest tools, platforms and techniques that can help us to achieve maximum ROI for our clients.

## OUR WORK PORTFOLIO

- **Digital strategy evaluation for ESET** - A digital strategy evaluation was done across multiple parameters for a client in Asia. The objective was to analyze the digital strategy of the client vis-à-vis competitors. This helped the client to transform their digital strategy across different countries based upon our recommendation.
- **Feasibility Study for a Beauty Chain in Middle East** - The client was interested to open a Beauty clinic chain in the Middle East along the lines of high-street clinics in UK and USA. We conducted a complete feasibility study across different parameters based upon which the client moved to the operational aspects of the project
- **Mobile Money for InterVas** - We conducted a feasibility study and analysis of the potential of mobile money in a remittance corridor and came up with a report for the client. The report was meant for investor presentation. The client is InterVas a leading SMS service provider for Africa.
- **Market Evaluation for a client in Asia Pacific** - The client was in the planning phase to launch a mobile application and we were assigned to do a market analysis of the project. We analyzed the project on various parameters based upon which the client went into the actual development phase.
- **Strategy Evaluation for a Waste Management project in the Middle East** -The client wanted to start a waste management plan to treat solid waste in a Middle Eastern country. We worked on analyzing the various aspects of the project and created the project report. The report was done for an investment firm called f6 based out of Riyadh and Khobar in Saudi Arabia.

## Partial Client List

