






# Arrowspires Ltd

## **Strategic Marketing Management**

# ***Presentation Structure***

-  Introduction
-  Services
-  Marketing Concepts
-  Who makes a good referral
-  Q & A



## About Me

# **Introduction**

**Arrowspires Ltd**

Consultant - 1yr

## **Export Market Development Manager**

(Strategic Marketing  
& Business Performance Excellence - 11yrs)

## **Product Manager**

(Product & Marketing Strategy - 3yrs)

## **Applications Engineer**

(Problem Solving - 3yrs)

## **Mechanical Engineering Degree**

# ***Services***

Helping companies gain a competitive advantage by them...

...understanding their current capabilities

...understanding their products, markets and competitors

...deciding on a strategic direction

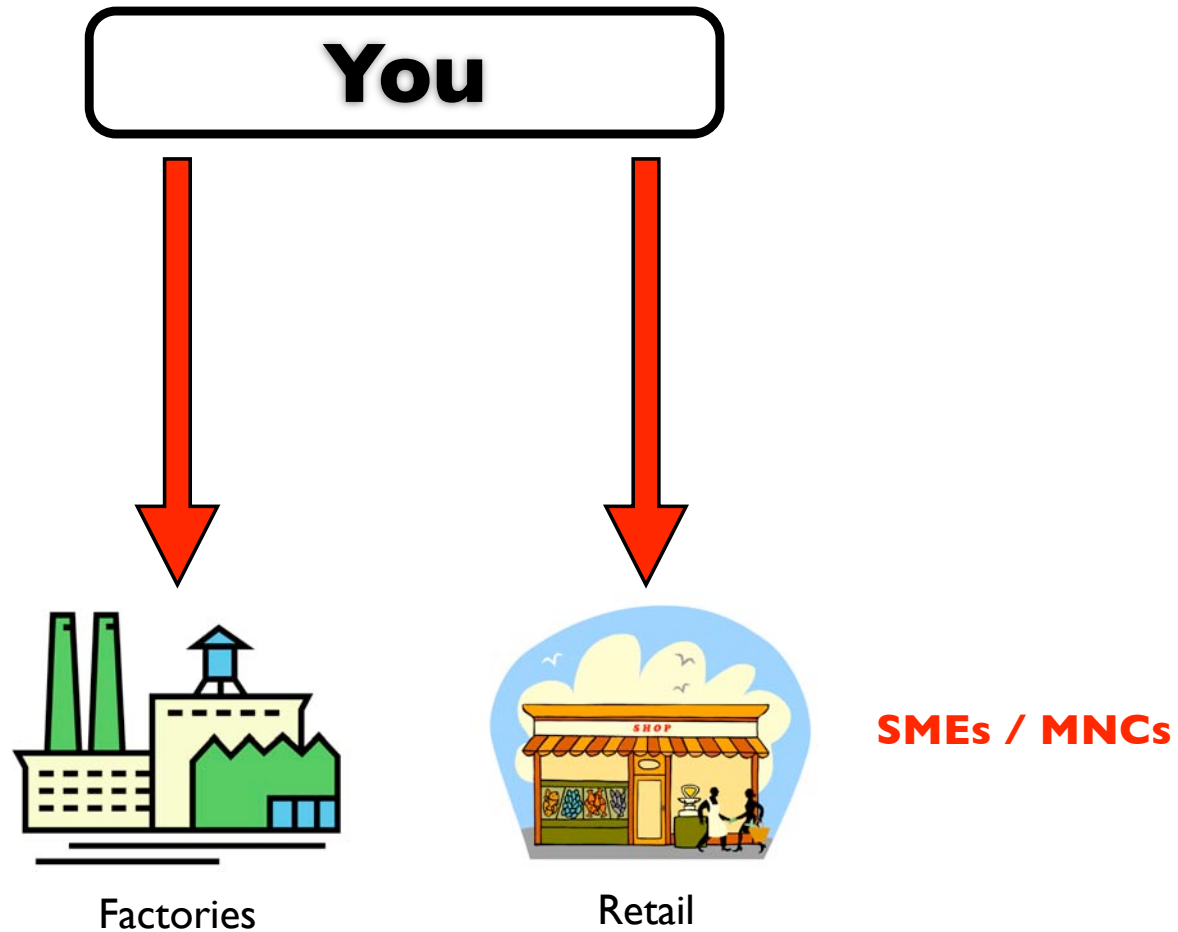
...evaluating performance to the goals set

...giving mentoring and marketing training along the way

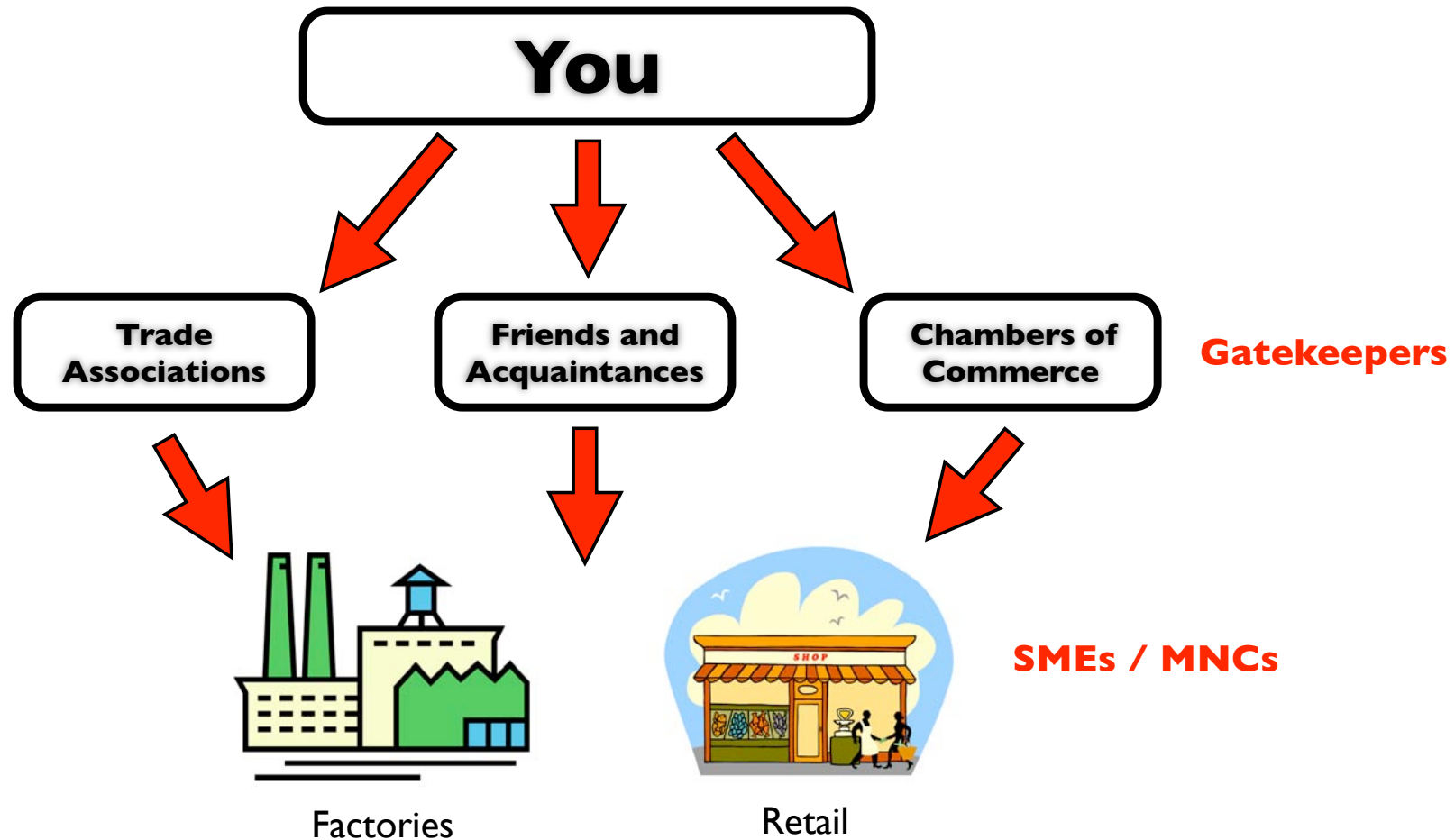
# Strategic Marketing Management Concept



# Who makes a good referral for Arrowspires Ltd?



# Who makes a good referral for Arrowspires Ltd?



# **Testimonial**

*"As a direct result of engaging Arrowspires Ltd as our Strategic Marketing Consultant we have seen a growth in our e-homework product line of 50%.*

*We appreciate the direct hands-on approach that Colin takes in explaining and facilitating our strategic direction.*

*We are looking forward to Arrowspires Ltd assisting us grow our other products."*

Khoo Kay Yong  
Managing Director  
E-Learn-Dot.Com Sdn. Bhd.

# Arrowspires Ltd

## Strategic Marketing Management

**Q & A**

# Arrowspires Ltd

## **Strategic Marketing Management**