



Case Study

Repositioning to Revive & Stimulate Sales

Company profile at time of engagement:

- Large publicly traded semiconductor company
- Key OEM agreements for 900 mhz phone chip sets in jeopardy
- Technologically advanced features not recognized in the marketplace

Scenario

Despite its strong market presence, the Company saw its leadership position in the 900 mhz cordless-phone chip market slowly erode. Key OEM agreements with phone manufacturers, a significant source of revenues, were drying up at an alarming rate due to fierce price wars by competitors.

The Company's products had become commoditized and its situation was in a state of decline.

The Engagement

The 3SIX0 Advisors process gathered detailed data, feedback and first hand research from numerous internal and external sources including, key retailers, analysts, phone manufacturers and end users.

We were able to confirm the advantages and perceived value of the Company's unique features among various target groups, and verify all critical OEM-partner and end-user success factors.

Additionally, the market presence of the Company aided in formulating a strategy that could be implemented.

Deliverables

Developed a unique collaborative marketing strategy to reposition the advanced capabilities of the Company's phone chips:

- Engaged top 10 retailers and 4 of the top cordless phone makers
- Obtained marketing funds to subsidize a national consumer education effort
- Provided research backed data to support assumptions on consumer behavior

The implementation of the recommended strategy resulted in the successful repositioning of the Company's products in the eyes of the consumer and the channel thereby strengthening OEM relationships and improving profit margins. The resulting increased chip sales far surpassed existing sales forecasts.

Company name and references available upon request.



Investment in 3SIX0 Advisors:	\$312,028
Year 1 revenue increase over and above forecasted sales:	11%
Year 1 revenue increase in dollars:	\$9,000,000
Timeframe:	12 months

Revenue return on initial investment - \$9,000,000/\$312,028 = 28.84 X