



# Product/ Service Strategy

# About Us

Hudson Strategy was launched to further support our mission of increasing the survival rate of start-up and growing businesses around the world. We believe the right planning and strategic advice plays an important role of business growth. The right decisions are critical to success.

Business owners cannot be expected to know everything, they often need specialist advice and support from those who are experts in a specific trade, those who have experienced a specific problem, or those who simply understand the fundamentals of starting a business.

Our team at Hudson Strategy has been born from specialist experience and vast industry knowledge. Our consultants have decades of experience starting and growing businesses, offering strategic or specialist advice and have proven results of the work they've delivered.

Before starting Hudson Outsourcing, Our founder Jill worked as a business survival consultant, a fixer, she often calls it, where she worked with businesses who were experiencing problems, and she was called in to put them right. Working with internal team members and board of directors she soon had a reputation for delivering results and helping clients spot problems before they became too difficult to fix.

She now supports her team by implementing specialist coaching and advice so clients can experience her level of knowledge and skill via her trusted team.

Hudson has been built from the ground up, an initial idea that has evolved over time. By effective planning and careful consideration to client problems, we've implemented the right solutions to support our clients growth. With customers in 40+ countries and helping 2,000+ businesses, we can help you achieve results and see longstanding success.



# Are you considering launching a new product or service and need help?

When embarking on a new product or service launch, it's critical that a well-defined strategy has been developed. This allows a planned approach to take the new offering to market, it assesses risk, reviews the competition, addresses pricing points and looks at a potential return on investment.

When working with Hudson Strategy, we will challenge your ideas and concepts to ensure no stone is left unturned before launch. Businesses don't need nasty surprises a week into a launch campaign, and marketing messages need to be on point and accurate. You can't claim you're first to market, only to find out, you're not.

Knowing who your target audience is, is also critical – the moto of 'everyone's a potential customer' is a way to see quick failure, by burning through marketing budget for little return.

Hudson Strategy will help you plan your product offering, it's launch, core product messaging, your customer base, pricing point, understand those already competing in your space and the added value you bring to the market, all whilst working towards your customer's expectations.

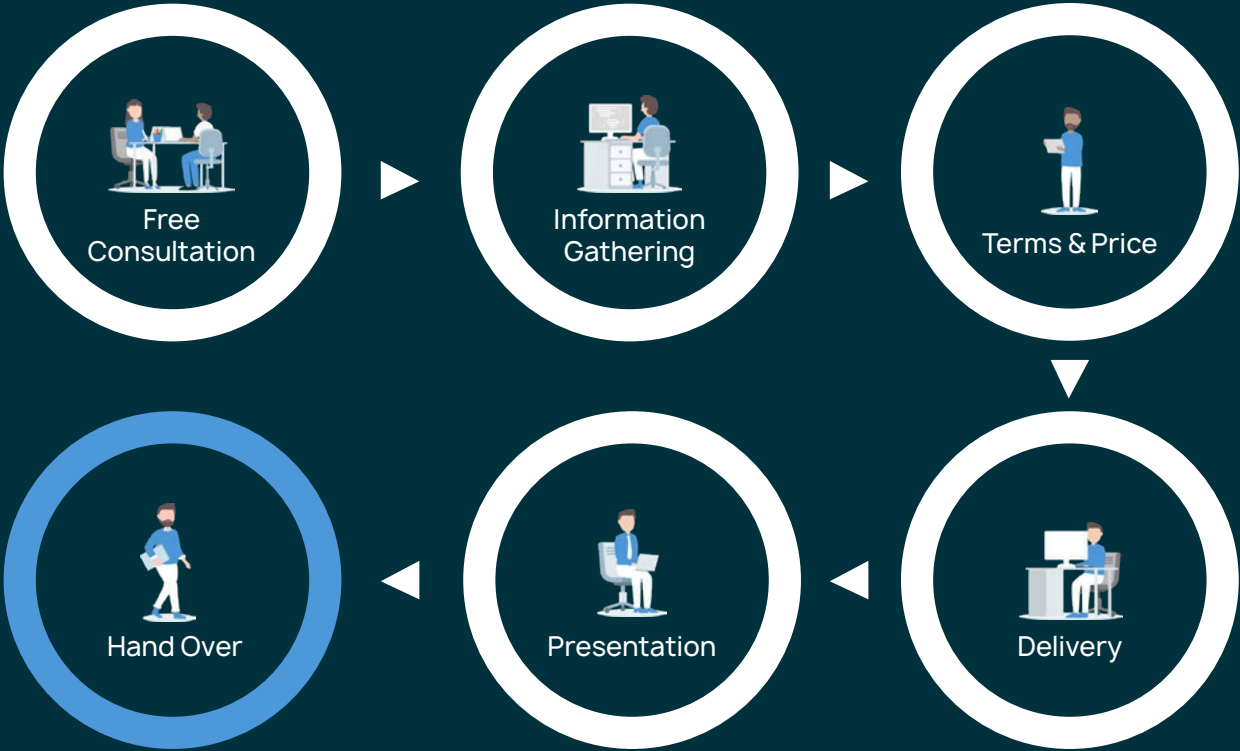


# What's included in a Hudson Product/ Service Strategy?

Included in our plans is:

- Information about your product / service vision
- Goals and objectives for your new products and services
- Market analysis and review competition
- Your unique value proposition
- Your pricing points
- Your promotional channels and likely return
- Your likely customer base and how they buy
- Milestones for successful product launch
- Management plan
- Product KPIs

# How We Work



Starting from

**£550**

Per Day

# FAQS

## What is your confidentiality policy?

We sign NDAs with all clients, so you can rest assured your information will not be shared with any third parties. We won't even disclose that you are a client without your prior approval.

## Who will deliver my strategy?

You will have an option when working with Hudson Strategy, for what level of consultant you would like to work with. We have senior consultants, or director level consultants. We will always advise the best option for your business, but the decision is ultimately yours.

## Will the work be delivered face to face or remotely?

COVID changed the way we work, and as a result of this our clients benefited from not having to pay hefty travel fees when working with us. We now deliver all work remotely, either on a one to one or with a group of stakeholders at your business. This has so many benefits for our clients. It means we can be flexible with diary changes. We can be more accessible when we're needed, and we can jump onto urgent tasks as and when required.

## What are the benefits of investing in a strategy for a start-up business?

Starting a new business is often stressful. There are so many decisions to make as a business owner, and no one can know everything. Having access to qualified consultants takes a lot of that stress away. Your Hudson consultants aren't just the developers of your processes and procedures, they become your mentor, your go-to advisor and they'll share your problems and help you find solutions. Making the process of starting a business easier and more efficient.

## What is the cost of your service?

We have a two-tiered approach to costing our services, but we keep it simple.

You'll always be delivered with a proposal and a fixed price in advance of any work being carried out and you will always be presented with two options. To work with a senior consultant, you will be charged a day rate of £550 per day, to work with a director level consultant with a minimum of fifteen years-experience, you will be charged a day rate of £750 per day.

## What will the consultants need from me in order to get started?

When you decide to work with us, we would have already conducted several Zoom meetings, so your dedicated consultant will have prior knowledge of your business and what your objectives are. This allows us to produce a questionnaire which needs to be complete by you, and we can do this either email, telephone or Zoom. The more information you give us, the more we can help. It is essential that you're honest with us during this process. If your start-up budget is tight, let us know and we can ensure our solutions fit within your budget, if your business is experiencing difficulty tell us as the solutions we create are likely to be different. Rest assured, whatever you share with us during this fact-finding mission will be kept confidential.

## I see that Hudson is a global business, will my consultant be based in the same country as me?

This depends, sometimes the best consultant for a business in the UK will be based in America. If you're looking for someone to help with a growth strategy for example and you're looking to expand overseas, it's important we set you up with the right consultant to deliver the service you're paying us for. Rest assured, we will always tell you in advance who we recommend you work with, given their experience and knowledge of your sector, the markets you want to enter and the problems you're trying to fix.

## How will the end-product be delivered?

That depends on what you need, but it will always be documented in your proposal, which is how we propose exactly what we will deliver for the price. Some clients like us to formally present the strategy to their board, so your finished product would be a formal presentation and a presentation as a takeaway, others want us to write up a formal strategy for them to digest and implement internally, and others just need guidance, support and more of a mentor relationship to ensure the proposed strategic changes are implemented. We deliver what works best for you.



# STRATEGY

FROM HUDSON OUTSOURCING

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