



MJH Group Overview

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WHO WE ARE

MJH Group is a consulting firm specialising in Marketing & Customer Understanding.

MJH Group Marketing supports companies who want to be more innovative and effective in their marketing by providing marketing advice and expertise to develop strategic and tactical marketing programs.

MJH Group Customer Understanding assists companies who want to improve customer relationships and find opportunities for business growth in the customer and prospect base.

WHAT WE DO

MJH Group Marketing improves business performance because our advice and activities are underpinned by strategy, experience, innovation and a commercial focus.

MJH Group Customer Understanding conducts focused customer research and applies our sales and marketing experience to the findings to provide clarity and direction to increase customer satisfaction and improve business performance.

OUR CLIENTS

Our clients include Global Brands and Family Owned Businesses - MJH Group works with companies of all sizes across all industries to help them meet their objectives and increase sales and market share.

WHAT WE ACHIEVE

Our experience coupled with our proven Marketing and Customer Understanding programs enables us to deliver tangible results for our clients.

Our proven process anchors our advice within our clients businesses to ensure that good ideas become reality.

OUR GOAL

Our goal is to be recognised as the leading innovator in customer focused marketing through the results our Marketing and Customer Understanding services deliver for our clients.

CHOOSE MJH GROUP

Clients choose MJH Group because we are an innovative firm that draws on our experience and expertise to excel in providing effective advice and business insight that delivers real commercial value to our clients.

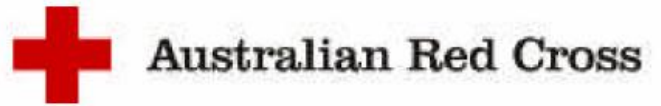
MJH Group – Driving Your Business Forward

Our Clients

Global Brands and Family Owned Businesses

Our clients include Global Brands and Family Owned Businesses - MJH Group works with companies of all sizes across all industries to help them meet their objectives and increase sales and market share. Our Clients include;

- Aesthetic
- AGR Matthey
- Australia Post
- Australian Red Cross
- Digital Press
- DECLIC
- Dräger Medical
- Elysium Day Spa
- Fenton Green
- Freedman Brothers Racing
- Gartland Real Estate
- Independent Sports
- John Blair Alfa Romeo
- Kodak NexPress
- Martines
- Market Line
- Metricon Developments
- Océ
- Penfold Buscombe
- Peninsula Hot Springs
- Pioneer
- Star News Group
- Turnpoint



Marketing

Strategy, Experience, Innovation & Commercial Focus

MJH Group Marketing improves business performance because our advice and activities are underpinned by strategy, experience, innovation and a commercial focus.

MJH Group works in partnership with our clients to develop and implement marketing activities to achieve business goals.

MJH Group works with a range of clients across all industries and segments to ensure they achieve the desired outcomes from their marketing activities.

Our experience and approach enables us to provide meaningful contributions to our clients business and deliver a greater return on their marketing investment.

Benefits of MJH Marketing

Increased Sales & Market Share

MJH Group places an emphasis on delivering a measurable return on investment to our clients. Our core objective is to apply our expertise and proven process to secure and maximise commercial return while building positive brand equity and sustainability.

The return on investment for the engagement of MJH Group for Marketing is based on the following;

Business Growth

- Increased sales and profit through effective strategy and campaign outcomes

Marketing Strategy

- The insight and direction provided by our strategic recommendations
- Provision of a documented strategic marketing plan which acts as the blue print for the successful marketing of your business
- Allowing management to proceed with confidence
- A planned and structured approach to marketing success

Campaign Outcomes

- Effective communication of your brand and offer
- Generate awareness in the market to achieve -
 - New customer acquisition
 - A greater share of wallet from existing customers
 - Increased sales and business growth

Commercialisation

- Assess the viability of new products or services
- Develop and implement strategies for the introduction or relaunch of products and services to provide commercial success

Direct Bottom Line Savings

- Direct Bottom Line Savings due to effective marketing management
- Measuring the ROI of promotions and campaigns to determine effectiveness
- Customer focus reducing the risk of ineffective promotion or campaigns
- Redirection of marketing investment into areas with the greatest return

Effective Brand Management

- Long term business growth through the ongoing and positive development of your brand in the marketplace

Effective Positioning

- Identifying the positioning strategy and building a strong market position to insulate against competition and the threat of new entrants
- Maintaining the desired position of your business in the market place

Communication

- Effective communication via regular meetings and easy to follow project plans to ensure all parties are kept informed and up to date on the progress of activities throughout the life of the program

Peace of Mind

- Experienced marketing professionals providing peace of mind that the marketing program is taken care of giving you one less thing to worry about
- MJH Group is transparent in our selection of clients to ensure no conflict of interest during engagements
- A marketing resource dedicated to the growth and development of your business

Customer Understanding

MJH Group Customer Understanding conducts focused customer research and applies our sales and marketing experience to the findings to provide clarity and direction and increase customer satisfaction and improve business performance.

Understanding the customer base is the key factor underpinning today's successful organisations. Successful companies have developed a Customer Understanding process that allows them to fully comprehend what is really important to their customers and provides the opportunity to increase business performance based on this learning.

By understanding customers, companies can build a sustainable competitive advantage, increase customer satisfaction and increase sales and market share.

Having a mechanism in place to understand why (or why not) a customer is buying from you opens the door for future approaches and saves time and money on misguided sales and marketing efforts.

MJH Group has worked with leading organisations to develop and implement Customer Understanding programs to enhance their knowledge of the customer base and improve the quality of their interactions with customers.

MJH Group Customer Understanding "clears the fog" that surrounds sales and marketing activities to increase customer satisfaction and sales results.

**"Your most unhappy customers are your
greatest source of learning"**

Bill Gates (1955 -) Founder of Microsoft

Benefits of MJH Group Customer Understanding

Increased Sales & Market Share

MJH Group places an emphasis on delivering a measurable return on investment to our clients. Our core objective is to apply our expertise and proven process to secure and maximise commercial return while increasing customer satisfaction.

The return on investment for the engagement of MJH Group for Customer Understanding is based on the following;

Business Growth

- MJH Group utilise our experience and programs to improve marketing effectiveness to increase sales and market share

Strategy

- The learning and insight from the program and our recommendations defines, refines and validates business strategy
- The program provides insight into customer requirements and future trends to shape future business strategy
- Allowing management to proceed with confidence
- A planned and structured approach to sales and marketing success

Insight & Clarity

- Clears the fog and provides a clear path to improve performance
- Identifies exactly where to focus attention
- Determines customer comprehension and enables effective communication of your offer through better directed sales and marketing efforts

Effective Sales

- Understand your sales efforts and approaches from a customers perspective
- Better understand customer motivation and the decision making process
- Check and improve sales approaches, processes and individual performance
- Determine the security of existing clients
- Determine areas of dissatisfaction that are blocking sales efforts or undermining the opportunity for repeat sales
- Identify reasons for won/lost business
- Identify new sales opportunities
- Understand the customer “hot buttons” and focus sales activity to meet real customer needs
- Empower sales personnel and management with information to enable them to prepare in advance and maximise their sales opportunities and contact results

Effective Marketing

- Understand your sales efforts and approaches from a customers perspective
- Better understand customer motivation and the decision making process
- Monitor and check the effect of marketing messages and test the comprehension and cut through
- Determine new customer focused messages and sales approaches
- Understand the customer “hot buttons” and focus marketing activity on real customer needs
- Identify advocates and opportunities for case studies

Commercialisation

- Provides insight into customer requirements and future trends to enable the development of new products and services or the refinement of existing products and services in line with customer requirements

Competitive Advantage

- Using learning and insight builds customer value and satisfaction creating a sustainable competitive advantage through a more intimate knowledge of customer requirements
- Customer Understanding enables organisations to develop a position of market leadership and a reputation as an innovator that adds real value to customers bottom line

Direct Bottom Line Savings

- Direct Bottom Line Savings due to more effective sales and marketing approaches
- Invest in areas that really matter to customers and will provide maximum return
- Measure the comprehension of promotions and campaigns to determine effectiveness

Market Intelligence

- Provides a unique insight as customers tell us things they won't tell you
- Evaluation of how you are performing through customers eyes
- Identify current and future customer trends
- Uses customers to bring new ideas into the business
- Benchmark performance against competitors and industry best practice
- Identify competitor initiatives that customers see as valuable

Secure Customer Knowledge

- Build a secure bank of knowledge on your customers
- Avoid losing customer expertise though a transient sales force
- Provide for quicker start-up of new sales and marketing resources

Customer Satisfaction

- Identify and rectify hidden problem areas
- Identify and address business processes requiring attention
- Understand exactly what is important to customers and focus on those areas
- Build a secure customer value chain

Communication

- Effective communication via regular meetings and easy to follow project plans to ensure all parties are kept informed and up to date on the progress of activities throughout the life of the program

High Take up Rate

- MJH Group typically achieve a take up rate of over 90%
- The high take up rate ensures that all customer groups are covered and that the data is valid

Peace of Mind

- Experienced sales and marketing professionals providing recommendations based on real customer data within the framework of a proven program
- MJH Group will identify the key issues, bring them to your attention and manage the implementation of initiatives to cement the learning in the organisation
- MJH Group is transparent in our selection of clients to ensure no conflict of interest during engagements

Contact Us

Increase Sales & Market Share

MJH Group improves business performance and increases sales and market share.

We work with Global Brands and Family Owned Businesses who choose MJH Group because our advice and activities are underpinned by;

- Strategy
- Sales & Marketing experience
- Innovation
- Commercial focus
- Proven process

The first step to improving your business performance is to meet with us to discuss your business goals and the challenges that you are facing.

This meeting is free and carries no obligation.

In this initial meeting, as we discuss your business, we are confident that we will provide you with at least one idea or initiative that will improve your business.



To arrange an appointment or for more information contact;

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