

## Capture Planning

*“A Marketing methodology for the not so big business”*

Over the years our research has told us a number of things about SMEs and the people who run them. We believe that the major problems with businesses today (be they Large or Small) are knowing and understanding the market that they serve; how they can exploit it, make it work for them and above all stay ahead of their competitors.

We found that conceptualising an idea or a review of existing services or products could be a major stumbling block to the growth and competitiveness of a firm so we developed a methodology to help with the process, we called it capture planning and found that when we used it to review and assess our own products and services it helped immensely. So now we have developed workshops to introduce it to others who want to improve what they do and how they do it.

Capture Planning is a methodology for assessing the value of new ideas and reviewing existing products and services. In short it is a tool that covers market research and marketing planning, and strategy - it really makes you think about what you are trying to achieve and whether it is worth the effort.



In Capture Planning workshops we assess: -

- The value of a new idea
- Its value to the market or customer
- What it will do that is different for the customer
- How it will do it
- What the market or customer may want
- What it will look like
- What it will cost
- What the competition is like
- What resources will be required
- What revenue could be generated for the firm
- How it may be distributed
- When and how it should be launched or sold
- And many other factors

**Capture Planning** is an easy to use process for the owner manager of an SME and all it needs is a bit of time and perhaps a bit of training on how to use it properly. At a one day workshop we will take delegates through the process with further sessions every two weeks usually in the evening for a couple of hours when we will help attendees work through the methodology with mentoring sessions.

The course and your own business related planning processes are built around a workbook with interactive tables and templates with which you can build your own plan. The methodology includes four electronic and hard copy pages of sources of information on markets with links to websites – just click on the web address and your machine will take you there.

**If you want to know how Capture Planning can be brought to your business call us on 015395 31338 or email [info@artemis-media.com](mailto:info@artemis-media.com)**