

POINT PIKKER

Consultation

Services

POINT PIKKER offers expert **consultation services** to guide organizations through their most critical business challenges, from strategic planning to operational excellence. We help companies of all sizes, from nascent startups to global corporations, to identify opportunities for innovation, streamline processes, and make data-driven decisions. Our approach is hands-on and collaborative, ensuring that our solutions are not only strategic but also practical and effective.

For Startups and MSMEs

We provide crucial guidance to startups and MSMEs, helping them build a solid foundation and a clear growth trajectory. Our consultation focuses on key areas that are vital for early-stage success.

- **Business Model Validation:** We work with you to test and refine your business model, ensuring your product or service meets a genuine market need. This includes competitor analysis, market research, and identifying your unique value proposition.
- **Go-to-Market Strategy:** We help you develop a detailed plan for launching your product or service. This includes identifying target customers, defining your marketing mix, and creating a scalable sales strategy.
- **Technology Stack Advisory:** We provide recommendations on the most suitable and cost-effective technologies for your business, helping you build a robust and scalable IT infrastructure without overspending.

For Corporate and Individual Companies

For established companies, our consultation services are designed to address specific

challenges, optimize performance, and foster a culture of continuous improvement.

- **Operational Excellence:** We analyze your business processes to identify inefficiencies and bottlenecks. We then provide recommendations on how to streamline operations, reduce waste, and improve productivity. This often involves applying methodologies like Lean or Six Sigma.
- **Digital Transformation Roadmap:** We help you navigate the complexities of digital transformation. We create a phased roadmap for adopting new technologies, modernizing legacy systems, and integrating digital solutions into your core business functions.
- **Organizational Change Management:** We provide guidance on managing organizational change, ensuring that your employees are prepared for and adopt new processes and technologies smoothly. This minimizes disruption and maximizes buy-in.

For Multinational Corporations (MNCs)

Our consultation for MNCs addresses complex, large-scale challenges, focusing on global strategy, risk management, and fostering a culture of innovation across diverse teams and regions.

- **Global Strategy and Market Entry:** We assist with developing strategies for expanding into new international markets. This includes conducting detailed market analysis, identifying regulatory hurdles, and creating a localized go-to-market plan.
- **Innovation Portfolio Management:** We help MNCs manage a diverse portfolio of innovation projects, from incremental improvements to disruptive technologies. We provide a framework for evaluating projects, allocating resources, and measuring ROI.
- **Risk Management and Compliance:** We provide expert consultation on identifying and mitigating operational, technological, and regulatory risks, ensuring that your global operations remain secure and compliant with international standards.