

ABOUT – SBD Consulting



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1 **About**

SBD Consulting is an independent consultant firm founded by Mats Olofsson.

SBD Consulting's objective is helping Swedish SME companies succeed in international markets. Or foreign companies to succeed in the Swedish market.

Focus areas are *Strategy, Business Development* and *Marketing* for Business-to-Business companies.

SBD Consulting is supported by a widespread of Swedish and international network.

Mats Olofsson has an extensive experience of international business in many countries and cultures. In particular from complex governmental procurement programs¹.

- Long international experience from the Aviation and Defence Industry with Swedish and International companies.
- Have held various management positions (Business Development, Marketing and Sales). This has involved extensive contacts with different external and internal stakeholders. Very often in the public environment.
- Have successfully managed major projects toward major corporation and government agencies in many countries and cultures.
- Have experience from Mergers and Acquisitions and integration of acquired companies into existing organizations. As well as implementation of new organizations at major restructures.
- Certified Board Director – *The Swedish Academy of Board Directors*

¹ [Mats Olofsson | LinkedIn](#)



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- Board member in SMEs
- Commissioned Officer in the Swedish Navy 1980 – 1986. Active in the Reserve.

2 Services

With a focus on complex procurement programs **SBD Consulting** offers

Strategic Activities

- Market Analysis
- Strategy Development
- Business Development
- Business Process

Operational activities

- Marketing and Communications Management
- Proposal Support
- Workshops

Interim Management

Mentorship

Board assignments

2.1 **International establishment**

Establishing a company internationally requires careful preparations. Long experience of international business, and a good international network, are prerequisite for success

SBD Consulting has the competence and experience to support you.

When a first market investigation has identified a potential market, the "project" must be implemented in a structured manner.



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E.g., you must acquire good knowledge of the laws, regulations, regulations, etc. that apply in the country in question. Here you can always get help from local expertise.

But at least as important is to

- Understand the way in which you must prepare your own organization for the establishment to be successful.
- Have insight into the differences between working on you own home market and working in other countries
- Have a process that ensures that the establishment takes place in a controlled manner, etc.

3 Strategic Activites

SBD Consulting offer support in a number of strategic activities.

- Market Audit
- Market Appraisal
- Strategy Development
- Business Development
- Business Process
- Communications management

3.1 Market Audit

Audit of the company's actives on an existing market. With focus on internal factors to assess performance and identify remedial actions.



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A broad and methodical analysis of the company's marketing and sales activities.

- Marketing team
- Marketing Tools
- Interaction with other internal functions
- Etc

3.2 Market Appraisal

Markets are continually changing and evolving. An insightful **Market Appraisal** is an absolute prerequisite to form a successful business strategy.



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- History
- Trends
- Present Position
- Market Size/Available Market
- Etc.

3.3 Strategy Development

Entering a new market is a complicated process and requires a clear understanding of local culture, behavior, language, and foreign business regulations and practices.

SBD Consulting will, in close cooperation with the client, develop a **Strategy**. This to support the client throughout all stages of the Business Development process.



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3.4 Business Development

The overall purpose with the **Business Development** process is to provide valid and correct information for consideration weather **to proceed with a business case or to leave it.**

And to establish the correct and adequate conditions (develop/influence the Market) prior to the *Marketing and Sales Process* commences.

- Market Size and Segments
- Potential customers/ Target Customers
- Procurement Organization
- Etc.

3.5 Business Process

The use of a structured *Business Process* is essential for the achievement of a successful result.

The overall objective is to win contracts, with profitable gross margins and with limited and well-defined risks, by applying a cost effective preparation process. The Business Process comprises the following main activities:

- Business Development
- Marketing
- Sales
- Business Intelligence
- Commications

SBD Consulting will, in close cooperation with the client, support the client in the review of the business processes. Or the implementation of a new business process.



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4 Operational Activities



SBD Consulting offer support in a number of operational activities. E.g.

- Marketing Management
- Proposal Support
- Workshops

4.1 **Marketing Management**

No matter how many plans there are – they have to be accomplished.



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SBD Consulting can support your marketing organization in their efforts to meet the targets by providing effective management. E.g.

- Proper plans and tools
- KPIs, goals,
- Reporting structure
- Marketing execution, deliverables and planning
- Etc.

4.2 Proposal Support

Successful Business Development and Marketing Activities are essential pre requisites to be shortlisted/accepted as a possible supplier. Once shortlisted full attention has to be paid to the tendering process.

For public procurement programs **full compliance with the specified requirement are mandatory**. But compliance and “selling features” are as important in *Business-to-Business* programs as for public programs.

Hence, a structured tender preparation process is critical. **SBD Consulting** can support or manage that process.

- Time Schedule
- Activities
- Toll Gates
- Etc.



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4.3 Workshops

SBD Consulting can arrange workshops covering the services provided.
E.g.



- **½ – 1 day** covering, on a general level, all stages in the Business Process
- **½ – 1 day** Strategy, Business Development more in details
- **1 – 2 days** Kick-Off for a specific program
- **½ – 1 day** on several occasions to follow up on ongoing cases

Each workshop is tailored to meet the client's requirements

4.4 Interim Management

SBD Consulting can undertake assignments in Interim Management, e.g.

- Business Development
- Marketing
- Communications
- Sales
- Capture Management



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- Bid Management

4.5 Mentorship

SBC Consulting can offer various forms of support/mentoring for persons in different positions within Business Development, Marketing and Sales organizations



Each commitment is adapted to the client's requirements.

4.6 Board assignments

Mats Olofsson is Certified Board Director – *The Swedish Academy of Board Directors* – with experience of board work as chairman of SMEs.

