

US Business Service Company Grows To Over 4 Million In Revenue During The Great Recession With Help From BD Growth Partners

Establishing a New Business in a country with a completely different cultural and business environment.

IMC had identified the gap for high standard service based businesses in the market.

BB observed that millions of dollars were wasted on most projects and there was an increasing demand for high quality service providers and believed the business could improve the operational efficiency and profits of companies in the area.

The expansion occurred during the beginning of the great recession in the United States.

As the business worked to expand into the market, it was met with difficulty from a disconnect in marketing communications strategy.

IMC officially contracted BD Growth Partners to facilitate market entry and maximize profits.

IMC [International Management Company]

IMC was established in 2007 by BB Andersen as part of his efforts to expand back into the European and Middle Eastern markets.

Initially, they only had a few contacts within the region and no clear-cut way to stimulate demand.

With the ever-changing landscape, IMC realized they need support to facilitate revenue growth as well as strengthen relationships within the region. Despite supply line challenges and talent level challenges, IMC was able grow to over 4 million dollars in yearly revenue within 2 years in the region.

One of the first strategic decisions was to establish IMC as a global brand that was flexible enough to work in any country.

There was an understanding that traditional mediums such as SEO, TV, social media, and mail would be extremely ineffective in the market.

There was also the understanding that penetration into the market could not happen without creating strategic partnerships in the region to support operations and the supply chain.

“We had a myriad of opportunities in the area though we had no real guidance or system to tie in all of our efforts.”

Implementing a Cohesive, Effective Marketing Communications Strategy

IMC turned to BD Growth Partners to transform their business development efforts so they could fuel business growth. After they interviewed a number of service providers, they ultimately selected BD Growth Partners for their understanding of market dynamics, reduced implementation times, and ability to aide in the scalability of the company.

In the early stages of entry, IMC leveraged BD Growth Partners strategy to develop an effective pipeline from Istanbul, Turkey that could handle operations within the region. “Within 3 weeks we effectively had the ability to bring in supplies in from around world that 90% of the companies did not have. This became a huge competitive advantage”.

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In addition to positioning the company brand, IMC also created relationships with key strategic partners to reduce implementation time and mitigate operational risk.

IMC also launched their local marketing efforts to accelerate growth centered around a communications strategy that was unique to each operational location.

Strong Results And Increased Opportunities In The Region

Since implementation of strategies, IMC was able to grow to 2 million dollars of revenue within the first year and cross the 4 million dollar mark in the second year, primarily through executions of the supply chain and a marketing communications plan.

IMC was also able to open up the doors for a number of other companies within the region to help them grow.

IMC was thrilled with their growth. They were able to reach growth targets and also deliver on creating high quality services for clients.

“4 Million dollars in service revenue is a lot to deliver on, especially with salaries so low in the area. We couldn't have done it without BD Growth Partners”
~ BB Andersen