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## Strategic Business Advisory Services

**KB Business Marketing** offers a unique blend of strategic planning expertise, in-house marketing practical experience, and financial analysis. We provide sophisticated, yet practical, approaches to solving your needs in:

### Marketing Management

*Part-Time Director of Marketing™ Service*  
*Marketing Information Systems*  
*Reporting & Tracking Systems*  
*Recruitment of Marketing Personnel*  
*Performance Evaluation & Compensation*

### Strategic Marketing Planning

*Strategy Consultations*  
*Strategic Marketing Plans*  
*Targeted Marketing Programs*  
*Product/Service Line Marketing*

### Marketing Analysis & Recommendations

*Marketing Audits*  
*Industry & Competitor Analysis*  
*Market Assessment Studies*  
*Marketing / Sales Organization Analysis*  
*Sales Forecasting Models*

### New Business/Sales Programs

*Sales Training*  
*Targeted Sales Programs*  
*New Product / Service Development*

### Management Consulting

*Strategic Business Plans*  
*Expansion / Downsizing Consulting*  
*Diversification Strategies*  
*Turnarounds & Restructuring*  
*Merger & Acquisition Analysis*  
*Growth & Profitability Planning*  
*Cost Management & Productivity*  
*Accountability & Tracking Systems*  
*Management Reporting Systems*  
*Bank Financing*

[Contact us](#) for more detailed information on any of these following services.

**Other Services:**

[Outsourcing of Marketing Projects](#)