

Welcome to Rightway Marketing & Organization Advice

We are an experienced and effective business partner, who can provide advice and support in the start-up, development and revitalisation or improvement of your organisation. Your customers and your employees are the central factor in our work.

Our expertise lies in:

- Strategic marketing development
- Process optimisation
- Product and life-cycle management
- Sales and business planning
- Product and market introductions

Specific fields of expertise include B2B/B2C markets, both concrete products and business services. In addition, Rightway Marketing & Organization Advice has external partners who can be called on to extend our team, where this is necessary and beneficial for a project.

Our services and working approach

We can help you in improving your strategy and your organisation, and if necessary in creating new business. In all cases, your situation and your wishes are our point of departure.

You can call on us for services such as:

- Development of a strategic (product) marketing strategy or business plan
- Advising on positioning, target groups and communication
- Optimising your organisation
- Providing support in product development: from concept to implementation

We can help with both creative thinking and effective implementation: we can advise, but also provide support in the implementation phase, frequently through an interim management assignment. In all cases we believe in clear, open and direct communication.

Mission and vision

No company can be successful and innovative without a clear mission and vision. These define what you want your company to achieve in the coming years.

The mission is your organisation's *raison d'être*. It need not always be based on purely economic considerations, but can also include your approach to (team-) working and partnerships (with the emphasis on harmony and efficiency).

The vision defines the objectives you want your organisation to reach. How will the company look in 3 to 5 years from now? Your ambitions and drivers are of great influence in defining the vision.

Once you have defined the mission and vision, you can formulate your objectives. What do you want to achieve in concrete terms, and by when?

Please contact us if you would like more information. We can then discuss the best strategy for your company with no obligation to you.

