

Junction42 Ltd provides a wide range of services to a diversity of clients of all sizes and across most business sectors. The table below provides examples of the activities we regularly undertake:

Raising additional Finance

- Ⓢ Public-sector grants & loan applications.
- Ⓢ Investment capital identification and brokering.
- Ⓢ Applications for commercial lending.
- Ⓢ Due-diligence evaluation.
- Ⓢ Financial forecasting and budgeting.

Helping with business strategy

- Ⓢ Developing or re-engineering business strategy.
- Ⓢ Writing business plans.
- Ⓢ Diagnostic review.
- Ⓢ Innovation brainstorming.
- Ⓢ GAP analysis.

Marketing assistance

- Ⓢ Developing a marketing strategy and writing marketing plans.
- Ⓢ Market research and marketing intelligence gathering.
- Ⓢ Market segmentation and targeting.
- Ⓢ E-marketing and website development.
- Ⓢ Promotional materials and copywriting.
- Ⓢ Development and delivery of marketing communications.

Supporting the sales process

- Ⓢ Developing a sales plan.
- Ⓢ New business development.
- Ⓢ Prospecting for new customers.
- Ⓢ Managing the sales funnel.
- Ⓢ Tendering assistance.
- Ⓢ Personal selling.
- Ⓢ Key account management.

General business support

- Ⓢ Secretariat support.
- Ⓢ Administrative assistance.
- Ⓢ Business mentoring.
- Ⓢ Project management.
- Ⓢ Ad-hoc business advice.

Managing customers

- Ⓢ CRM design and construction.
- Ⓢ Customer profiling and buying behaviour analysis.
- Ⓢ Customer targetting and intelligence gathering.

Business networking

- Ⓢ Attendance of networking events and feedback.
- Ⓢ Business contact introductions.
- Ⓢ New opportunity identification.

Technology

- Ⓢ CRM system design.
- Ⓢ Database construction.
- Ⓢ Technology evaluation and implementation.
- Ⓢ System design and installation.