

OPAL Advising - *your source for business success*

LAUNCH YOUR STARTUP

At Opal Advising, we understand each challenge you, as an entrepreneur, will face. In fact, we have the expertise to help take your idea from concept to realization. So if you're at a point where having an in-house staff isn't feasible or advisable, we are the team of professionals you can call on, as needed.

Here is what you can expect: A plan of action so detailed, and team members so skilled, that success is the only possible outcome. Our high-impact, dynamic approach will get your business in motion and set it up for reaching break-even, stabilization and growth in record time.

Our team can develop your Business Plan, Marketing Strategy and Operations Manual in addition to other facets, such as, location selection, service menus, website development and so much more. With Opal Advising, you'll be sitting in the Founder's seat with confidence and determination every step of the way.

We encourage you to schedule a free consultation with our founder, Meghan Pope, at 888-888-8888 or drop us a line at LAUNCHHELP@ OPALAdvising.com.

Here are some of the areas in which we can help!

Competitive Analysis

Interior Design and Build-Out Consulting

Layout, Functionality, Design, Budgets

Material Sourcing, Brand Story in Space

Web Design, Development & SEO

Retail Turnover - Staff & Customer Side

Sustainable Growth Planning

Needs & Resource Analysis

Cost Analysis

Employee Manuals

Operations Planning

Target Market Analysis

Budgets and Revenue Projections

Pricing

Lead Generation & Client Acquisition

Business Development Channels

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DEVELOP YOUR BRAND

Branding is the buzzword of the decade. Everyone claims to do it, however, when it comes to owning a business with parity products and services, how is it really accomplished?

Are you the most expensive, the most convenient, the best in your industry? What is the unique selling proposition of the business or does it appear to be the same as the rest in its category?

Although the concept of branding is simple, many business owners don't understand how to create one that is effective nor utilize it in every facet of their business. When used synergistically, each internal and external element will build equity into the brand. That is when the magic happens and each dollar spent will add to customer recognition.

At OPAL Advising, we will create a brand identity and customer avatar based on your business pillars, so your target audience will be intricately engaged and will remember exactly why they want to do business with your company now and in the future.

For more information on how we can create or elevate your brand, call Meghan Pope at 888-888-8888 or drop us a line: Branding@OPALAdvising.com

Here are a few of the branding skills we offer:

Visual Brand Identity

Logos, Slogans, Jingles

Brand Positioning

B2B Cross-Marketing

B2C Campaigns

Website Development

Target Market Analysis

Business Development

Print & Online Content

Affiliate Marketing

Email Campaigns

Event Marketing

Social Media Campaigns

Customer Loyalty Programs

Philanthropic Programs

SEO, Banner Ads, Adwords

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IMPROVE YOUR BUSINESS

If your business has stalled and the efforts are no longer tracking revenue and growth, then it is time for a jump-start. Take heart. It happens to all companies at one time or another. The business world is rapidly changing and learning every new buzzword, technique or analytic in the world won't help without coming from a different vantage point.

At OPAL, we understand that sustainable growth is crucial to long-lasting success. Once we sift through and analyze the quantitative and qualitative information of your business, we'll develop strategies and tactics that will create a path in which it can continue to grow and prosper.

Our skills are far-reaching, and although OPAL Advising is considered a one-stop to many, you are welcome to select those skills you can't handle in-house. We can provide your entire team or specific talents, as needed.

For more information on how we can help reinvent your success, call Meghan Pope at 888-888-8888 or drop us a line: MoreSuccess@OPALAdvising.com

Pricing & Product Review

Adding New Lines, Revenue Streams,

Location review

Reputation Management

Performance Management

Secret Shoppers

Profit & Loss Review

Inventory Control

Targeted Campaigns

Events

Social Media Campaigns

Customer Loyalty Programs

Philanthropic Programs

SWOT Analysis

Change Management

Internal Communications Systems

Software Roll-Outs

System Upgrades

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ABOUT US

Our business model was developed to provide clients with expertise in disciplines they may not have or want in-house. Under one management, we can analyze, implement and ensure alignment between products, operations, sales, marketing and success.

All of your projects begin with our founder, Meghan Pope, who will analyze and synthesize the information into a concise list of recommendations within your budget. The suggestions will include actionable items, plus a hand-selected team of experienced, vetted professionals whose skills are specific to your goals. You, then, have the option of picking and choosing the tactics that best serves your company or project now.

With OPAL, it is our team selection process and proprietary business methods that can save time and money while providing the skills that will expertly meet your goals.

OPAL's group of professionals and experts includes stellar Graphic Designers, Web Developers/Designers, Marketers, Data Managers, Systems Experts, Bookkeepers, Project Managers and Administrative Assistants.

For more information on how we can help you get started, branded or reinvent your success, call Meghan Pope at 888-888-8888 or drop us a line: YourTeam@OPALAdvising.com