

Coggins Consultants Limited

Services Overview 2016

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Who Are Coggins Consultants Limited

- Specialists in bespoke growth solutions for businesses around the world
- Experience from B2B & B2C - Mobile & Fixed Line Telecoms, e-Commerce, Charity and Insurance sectors
- Both established and start-up companies have benefitted from our support
- Embedded in both Marketing and Technology focused teams

What We Provide

- Flexible and scalable Product Management services
 - Short term contract placement providing tailored Product Management support
 - Strategic planning – Market research led roadmap generation on a consultancy basis
 - Mentoring and coaching of both existing & new Product Management teams
 - Product team creation – Embedded support, recruitment and on-boarding of Product team functions no matter how big or small
 - Process Definition – Both best practice or fully customised processes to best suit your organisation (Waterfall, Agile or hybrid)
 - Total custom solutions – Combination or part of the services above, bespoke to you

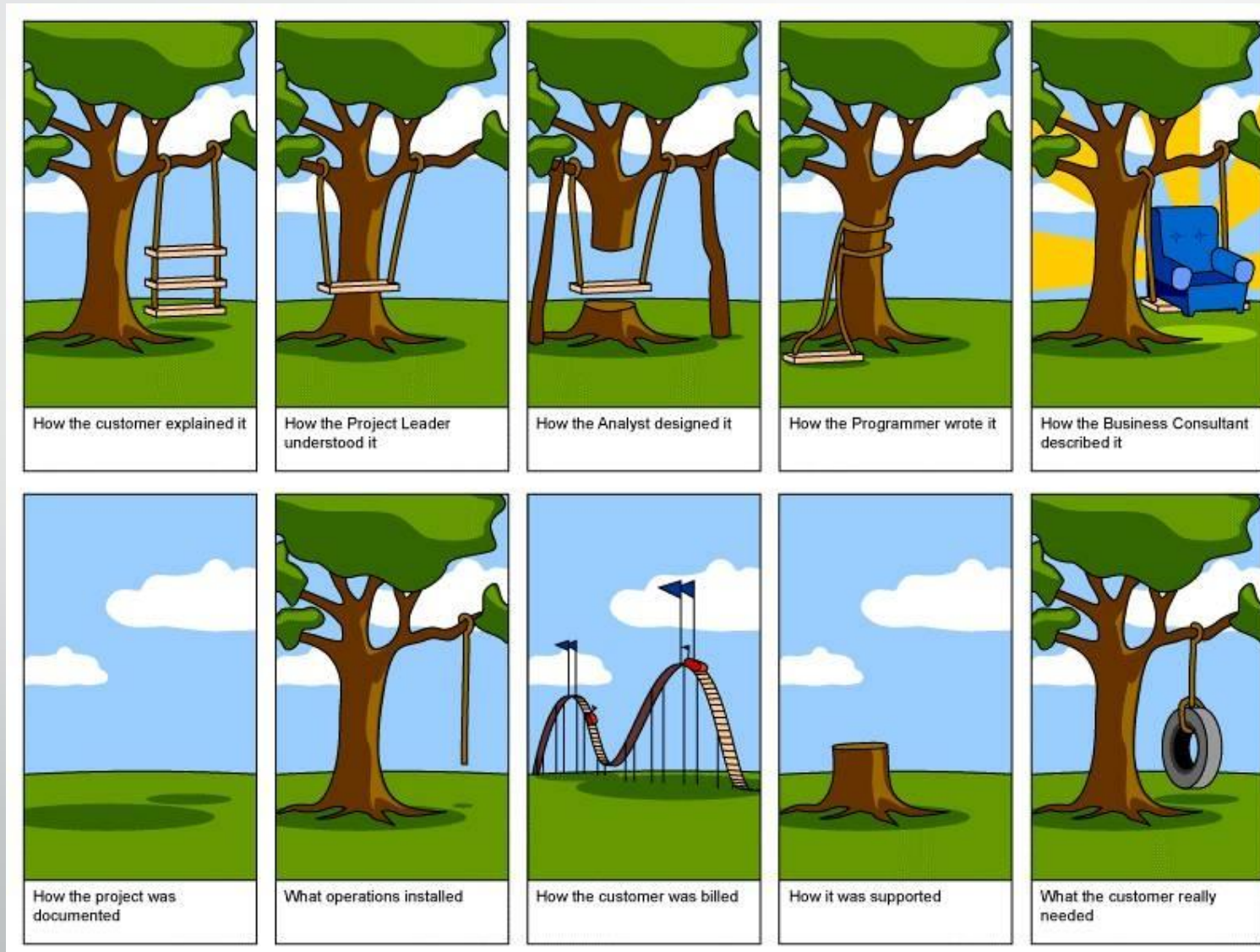
Why Product Management

- Product Management, the discipline of delivering strategic solutions to the market that target a **specific quantifiable need**
- Objectives:
 - **Grow the business** – Identify new or enhanced market opportunities
 - **Know what the customer needs** – Launch only desirable products or propositions
 - **Monitor performance** – Manage the product lifecycle, end to end
 - **Optimise potential** – Retire existing non-viable products, at the right time

Why Coggins Consultants

- Don't burn through great talent trying to get the right mix!
- First hand experience of migrating from CEO/Founder lead product decisions to collaborative approaches provided by a strong product function
- Take the pain out of recruiting and on-boarding your product function, with no need to worry about the functions day to day delivery
- Strong teams don't just happen by accident. Ongoing mentoring and coaching of your product function, maintain engagement whilst giving the empowerment they deserve
- 'Skin In The Game' – We keep invested in the company success, upfront agreement to a portion of our fee being reinvested through share purchase

What We Protect Against



We Understand The Market

- Research – Undertake extensive quantitative and qualitative research
 - Example sources: YouGov, TNS, Mintel, Nielsen, GfK, IPSOS, RootMetrics and Google
- Complete competitive analysis
- Targeted customer interaction
 - Directly – Both existing and potential future customers
 - Surveys – Regularly track, report and use customer feedback
 - Focus Groups – Test products in closed pool / beta
- Utilise the product

We Build For Success

- Strategy – Working closely with the Senior team to define your 5 year plan
- Roadmap – Shape the rolling 12 month plan for new product delivery and in life product management
- Delivery – Document and drive product delivery/creation on a daily basis

We Bridge The Company

- Leading by example we instil in every department that strong cross functional working relationships are a key part of successful Product Management, including:
 - Sales
 - Marketing
 - Technology / Engineering
 - UX/UI
 - Customer Experience
 - Quality Assurance
 - Technical Operations

Get In Touch

- Your business could benefit from the support provided by Coggins Consultants, please contact us for a discrete, no obligation discussion:
- Call : +44 (0)800 433 2343
- Email: hello@cogginsconsultants.co.uk
- Web: www.cogginsconsultants.co.uk