



STONEMILL
PARTNERS
Enable Your Business

Stonemill Partners – Accomplishing Business Objectives

-Other Services-

1. **Marketing Planning** - In developing marketing plans for architectural, design, and engineering firms, we pay close attention to targeting, messaging, vehicles to take the message to the target market and frequency. There are many underlying components to your marketing related to creating awareness. The goal is to get the word out to more people that could buy from you, increase revenue, while making a profit.
2. **Business Planning** – looking at your approach, understanding your core business, plotting your strategic direction and the ability to get to new business levels should happen frequently, at least annually. Business plans with the associated actions are needed to accomplish your goals and objectives.
3. **Feasibility Study** - a systematic study to understand whether or not a specific venture, or strategic approach is feasible. We get a lot of questions about where a firm should expand to, who should/could be acquired and how acquisitions can be made. Specifically we just had a firm interested in knowing whether they can expand market presence through the purchase of another firm or a merger; interested in understanding the opportunity available in terms of merging or acquiring a firm that couples well and works well with their stated expertise and learning the feasibility of the opportunity and geography to expand market share and market presence.
4. **Business Transition Plan** - You have built a business and are proud of it. You are now ready to evaluate and plan for the next generation of ownership. Planning for this transition now must take place but where do you start, how do you plan, what is the process? If you have these questions about your own business transition, we can help.

As always our core business is still available to you: representing those looking to sell their business or those looking to acquire other businesses to fuel growth. Contact us for more discussion.

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