



## **Strategy • Marketing • Business Development**

April Business Consulting helps companies to define and implement practical strategies that improve their market position and business results; assisting them to accelerate their marketing, business development and sales efforts.

### **Active, Involved Management**

April's management firmly believe in a hands on approach, making sure to be actively involved and working both with the client and Aprils' professionals at every stage of the process.

### **Practical, Implementable, Tailored Solutions**

Leveraging April's extensive experience in local and global markets, we offer creative yet practical solutions and implementable recommendations.

Considering each customer's requirements, we create a unique and tailored solution that will help you not only to define, but also to practically implement business strategy and marketing plans that show measurable results.

### **Network of Contacts**

April's network of contacts provides connections to suppliers, channel partners, business development and sales opportunities, and will assist you in opening doors to strategic clients.





## Services:

### Strategy

- Research
- Diagnosis
- Formulation
- Implementation

### Marketing

- Marketing strategy
- Positioning and branding
- Outsourced marketing/  
marcom services
- Lead generation

### Business Development & Sales

- Opening doors to key decision makers in strategic accounts
- Outsourced sales & business development
- Establishment international sales operations
- Partnerships & Alliances
- Channels – Identification & management

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For more information visit: [www.aprilbc.com](http://www.aprilbc.com)

### Contact Information:

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### Among our clients:



TeliaSonera



brightview  
SYSTEMS

