



SPECTRUM GROWTH LIMITED

The Complete Price List



Note:

The prices in our catalogue are rough estimates to give you a general idea. The actual cost of our services can vary depending on factors like the complexity of the project, the timeline, your specific preferences, and any extra features you might need. We recommend contacting our team directly for an accurate quote tailored to your needs.

BUSINESS CONSULTING SOLUTIONS

● Strategic Planning & Development

Strategic Planning

€200 per hour

Develop a clear, actionable roadmap to achieve your business goals. Our strategic planning services help you define your vision, set realistic targets, and outline the steps needed to reach them.

Innovation & Growth Strategy

From €300

Foster a culture of innovation and drive sustainable growth. Our experts work with you to identify new opportunities, create innovative solutions, and implement growth strategies that keep you ahead of the competition.

Leadership Development

From €500

Cultivate strong leaders within your organisation. We offer customised leadership development programs that equip your team with the skills and confidence to lead effectively.

Market Analysis

From €400

Gain a competitive edge with in-depth market research and analysis. We help you understand market trends, identify opportunities, and develop strategies to capture new markets.

● **Operational Excellence**

Operational Improvement

From €350

Optimise your business processes for maximum efficiency and effectiveness. We identify bottlenecks, streamline workflows, and implement best practices to enhance your operations.

Business Process Reengineering

From €450

Transform your business processes to achieve significant performance improvements. We help you redesign workflows, eliminate inefficiencies, and leverage technology to drive growth.

Performance Management

€200 per hour

Enhance your team's performance with our comprehensive management solutions. We provide tools and strategies to set goals, measure progress, and improve productivity.

Change Management

From €300

Navigate organisational changes smoothly and effectively. Our change management services ensure your team is aligned and engaged throughout the transition.

● **Financial Optimization**

Financial Consulting

€250 per hour

Strengthen your financial health with our expert advice. From budgeting and forecasting to financial analysis and risk management, we provide the insights you need to make informed decisions.

Risk Management

From €400

Identify, assess, and mitigate risks to protect your business. Our risk management services help you develop robust strategies to manage potential threats and ensure business continuity.

Crisis Management

€500 per strategy plan

Prepare for and navigate through crises with our strategic crisis management services. We help you develop contingency plans and respond effectively to unexpected challenges.

Cost Reduction Strategies

€350 per consultation

Identify opportunities for cost savings and improve your bottom line with our comprehensive cost reduction strategies.

● **Customer & Experience Management**

Customer Experience Enhancement

From €300

Improve your customer interactions and satisfaction. We offer strategies to optimise customer service processes and create memorable customer experiences.

Brand Strategy & Management

€200 per hour

Develop a strong brand identity and strategy. Our services help you define your brand, communicate your values, and build brand loyalty.

Customer Loyalty Programs

€250 per program design

Design and implement customer loyalty programs to increase repeat business and customer retention.

Market Penetration Strategies

From €300

Develop and execute strategies to enter new markets and increase your market share.

● **Technology & Digital Transformation**

Digital Transformation

From €500

Embrace the digital age with our comprehensive digital transformation services. We help you integrate new technologies, improve digital capabilities, and enhance your online presence.

IT Consulting & Support

€200 per hour

Optimise your IT infrastructure with our expert consulting and support services. We provide guidance on technology strategy, implementation, and management.

Cybersecurity Solutions

€400 per security audit

Protect your business from cyber threats with our robust cybersecurity solutions.

Data Analytics & Insights

From €350

Leverage data to drive decision-making and business performance with our data analytics and insights services.

BUSINESS CONSULTING COMPLETE PACKAGES

Starter Business Package

From €1,800

Kickstart your business transformation with our Starter Business Package. This package includes:

- **Comprehensive Business Assessment:** Evaluate your current business situation and identify key areas for improvement.
- **Strategic Planning Session:** Define your business goals and outline actionable steps.
- **Market Analysis:** Gain a competitive edge with initial market research and analysis to understand market trends and identify opportunities.
- **Initial Risk Assessment:** Identify potential risks and develop basic mitigation strategies.

Growth Business Package

From €2,500

Building on the essentials, the Growth Business Package includes:

- **All services from the Starter Business Package.**
- **Operational Improvement Strategies:** Optimise your business processes for maximum efficiency and effectiveness.
- **Performance Management Tools:** Enhance your team's performance with tools and strategies for setting goals, measuring progress, and improving productivity.
- **Business Process Reengineering:** Transform your business processes to achieve significant performance improvements.
- **Financial Health Check:** Initial financial consulting to help you understand and improve your financial standing.

Advanced Business Package

From €3,500

The Advanced Business Package includes:

- **All services from the Growth Business Package.**
- **Detailed Financial Consulting:** Strengthen your financial health with expert advice on budgeting, forecasting, financial analysis, and risk management.
- **In-Depth Market Analysis:** Gain a deeper competitive edge with extensive market research and analysis.
- **Change Management Planning:** Develop a comprehensive change management strategy to navigate organisational changes smoothly and effectively.
- **Customer Experience Optimization:** Improve customer interactions and satisfaction with targeted strategies.

Premium Business Package

From €5,000

Our most comprehensive offering, the Premium Business Package, includes:

- **All services from the Advanced Business Package.**
- **Full-Scale Change Management:** Implement strategies and support to ensure smooth transitions.
- **Leadership Development:** Cultivate strong organisational leaders with customised leadership development programs.
- **Innovation & Growth Strategy:** Foster a culture of innovation and drive sustainable growth with expert guidance.
- **Comprehensive Risk Management:** Develop robust strategies to manage potential threats and ensure business continuity.
- **Technology Integration:** Integrate the latest technologies to streamline operations and enhance business performance.

MARKETING CONSULTING SOLUTIONS

● Brand Strategy & Development

Brand Strategy Development

From €300

Craft a powerful brand identity that resonates with your target audience. We help you define your brand's mission, vision, and values, creating a cohesive strategy differentiating you in the marketplace.

Brand Positioning

€250 per positioning plan

Establish a unique position in the market that sets you apart from competitors. We help you identify your unique selling proposition and communicate it effectively.

Rebranding Services

From €500

Refresh and revitalise your brand to stay relevant and appealing. We assist with complete rebranding, including visual identity, messaging, and market repositioning.

Brand Audits

€200 per audit

Conduct thorough assessments of your current brand to identify strengths, weaknesses, and areas for improvement.

● **Digital Marketing & Online Presence**

Digital Marketing Strategy

From €400

Maximise your online impact with a comprehensive digital marketing strategy. We provide insights and tactics across SEO, SEM, social media, and email marketing to boost your online presence and engagement.

SEO & SEM

€300 per campaign

Improve your website's visibility and attract more traffic through expert SEO and SEM strategies. We optimise your website and manage paid search campaigns to ensure you rank higher and reach the right audience.

Social Media Management

€250 per month

Build a solid social media presence that drives engagement and growth. We manage your social media channels, creating and executing campaigns that connect with your audience and enhance your brand's visibility.

Website Optimization

€350 per project

Ensure your website is user-friendly, mobile-responsive, and optimised for conversions. We offer services to improve website design, functionality, and performance.

● **Content & Communication**

Content Marketing

From €300

Engage your audience with compelling, high-quality content. Our content marketing services include content creation, strategy development, and distribution to ensure your message reaches and resonates with your target audience.

Email Marketing

€200 per campaign

Develop and execute effective email marketing campaigns that convert. From crafting compelling newsletters to automated email sequences, we ensure your email marketing efforts drive results.

Public Relations

From €350

Build and maintain a positive public image with our strategic public relations services. We help you craft press releases, manage media relations, and handle crisis communication to keep your brand in a favourable light.

Influencer Marketing

€300 per campaign

Leverage the power of influencers to amplify your brand's reach. We connect you with the right influencers and manage partnerships to create authentic and impactful marketing campaigns.

● **Market Research & Analysis**

Market Research & Analysis

From €400

Understand your market and stay ahead of the competition with in-depth market research. We provide actionable insights into market trends, customer behaviour, and the competitive landscape to inform your marketing strategies.

Customer Insights

€300 per survey

Gain a deep understanding of your customers' needs, preferences, and behaviours. We conduct surveys, focus groups, and data analysis to gather valuable customer insights.

Competitive Analysis

€350 per report

Assess your competitors' strengths and weaknesses to develop strategies that give you a competitive edge.

Market Segmentation

€250 per segmentation analysis

Identify and target specific market segments to tailor your marketing efforts for maximum impact.

● **Campaign Management & Execution**

Campaign Management

From €400

Plan and execute targeted marketing campaigns that deliver results. Our campaign management services cover everything from strategy development to execution and analysis, ensuring your campaigns achieve their objectives.

Advertising Strategy

€300 per strategy plan

Develop and implement effective advertising strategies across various platforms, including digital, print, and broadcast media.

Event Marketing

From €450

Plan and promote events that enhance your brand's visibility and engagement. We offer end-to-end event marketing services, from conceptualization to execution.

Promotional Campaigns

€350 per campaign

Design and manage promotional campaigns that drive sales and customer engagement. We create compelling offers, contests, and promotions to attract and retain customers.

MARKETING CONSULTING COMPLETE PACKAGES

Basic Marketing Package

From €1,800

Start building your brand with the Basic Marketing Package. This includes:

- **Brand Strategy Development:** Craft a powerful brand identity that resonates with your target audience by defining your brand's mission, vision, and values.
- **Initial Digital Presence Setup:** Basic setup of your online presence, including social media profiles and initial content creation.
- **Logo and Visual Identity Creation:** Develop a unique logo and visual identity that reflects your brand's personality.
- **Basic Market Research:** Conduct initial market research to identify target demographics and understand market trends.

Enhanced Marketing Package

From €2,500

The Enhanced Marketing Package builds on the foundational brand strategy and includes:

- **All services from the Basic Marketing Package.**
- **Comprehensive Digital Marketing Strategy:** Maximise your online impact with insights and tactics across SEO, SEM, social media, and email marketing.
- **Website Optimization:** Ensure your website is user-friendly, mobile-responsive, and optimised for conversions.
- **Social Media Strategy:** Develop a strategic plan for your social media channels to enhance engagement and reach.
- **Content Calendar Development:** Create a detailed content calendar to plan and schedule your marketing efforts effectively.
- **Essential Email Marketing Setup:** Initial setup and strategy for email marketing campaigns.

Professional Marketing Package

From €3,500

This package includes all the features of the Enhanced package and adds:

- **All services from the Enhanced Marketing Package.**
- **Content Marketing:** Engage your audience with compelling, high-quality content through content creation, strategy development, and distribution.
- **Advanced Social Media Management:** Build a strong social media presence that drives engagement and growth by managing your social media channels and executing campaigns.
- **Email Marketing Campaigns:** Develop and execute effective email marketing campaigns that convert.
- **Influencer Marketing Strategy:** Identify and connect with key influencers to amplify your brand's reach.
- **Video Marketing:** Create engaging video content to capture your audience's attention and enhance your digital presence.

Ultimate Marketing Package

From €5,000

The Ultimate Marketing Package provides all previous services along with:

- **All services from the Professional Marketing Package.**
- **Market Research & Analysis:** Understand your market and stay ahead of the competition with in-depth market research and actionable insights.
- **Comprehensive Campaign Management:** Plan and execute targeted marketing campaigns that deliver results, covering everything from strategy development to execution and analysis.
- **Advanced Public Relations:** Build and maintain a positive public image with strategic public relations services, including crafting press releases, managing media relations, and handling crisis communication.
- **Customer Journey Mapping:** Create detailed maps of your customers' journeys to enhance their experience and improve retention.
- **Performance Analytics:** Detailed analysis of all marketing activities to measure effectiveness and ROI, with regular reporting and adjustments.
- **Marketing Automation:** Implement marketing automation tools to streamline and enhance your marketing efforts.