



COMPETENCY: EXECUTIVE ADVISEMENT
INDUSTRY: NOT-FOR-PROFIT

CASE STUDY

THE CLIENT

A major Alberta not-for-profit foundation.

THE CHALLENGE

The Foundation had created a for profit social enterprise but was unsure what market sectors their model should focus on and how to balance both their social and economic mandates in conducting business.

THE APPROACH

The Osborne Principal conducted a scan of relevant industry sectors, interviewing a cross-section of representative companies. Based on an analysis of market challenges and internal capacities, he developed a strategic marketing and sales plan within 30 days of being contracted.

THE RESULT

The enterprise accepted the deliverable as a blueprint with which to move forward, beginning with the addition of internal sales and marketing capacity and including a re-branding campaign to better reflect their mandates and garner stronger awareness in the marketplace.