

# THE MERIT GROUP<sub>LLC</sub>

Strategic Planning | Business Development | Brand Communication




Ideate | Innovate | Accelerate!

[www.themeritgroupindy.com](http://www.themeritgroupindy.com)

# Welcome

## *To Your Next Level!*

A photograph of two Black women sitting on a light-colored leather sofa in a modern office setting. The woman on the left is wearing a dark blue blazer, a pearl necklace, glasses, and black high-heeled shoes. The woman on the right is wearing a dark blue short-sleeved dress with a ruffled collar and bright pink high-heeled shoes. They are both smiling at the camera. In the background, there is a wooden coffee table with a glass top and a bowl of colorful snacks.

“ Being an entrepreneur is an art, a craft molded by passion. Building a brand-enterprise is a science. We bridge that gap. It is an honor, a gift from God to partner with progressive thinkers igniting the spirit of ideation and innovation daily. We are truly blessed.

– Terry Dove and Shamara Cox – Co Founders



# What's Inside!

- ❖ Our Core Focuses
- ❖ About The Merit Group LLC
- ❖ Our Solutions
- ❖ Your Team! Our (CSC) Team
- ❖ Merit School of Entrepreneurship



# Focus #1

## Strategic Planning

Strategic planning is the process of setting priorities, focusing energy and resources to accomplish a goal. It strengthens operations, ensures that “everything” is working toward common goals, and is deeply rooted in outcomes and results. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.



# Focus # 2

## Business Development

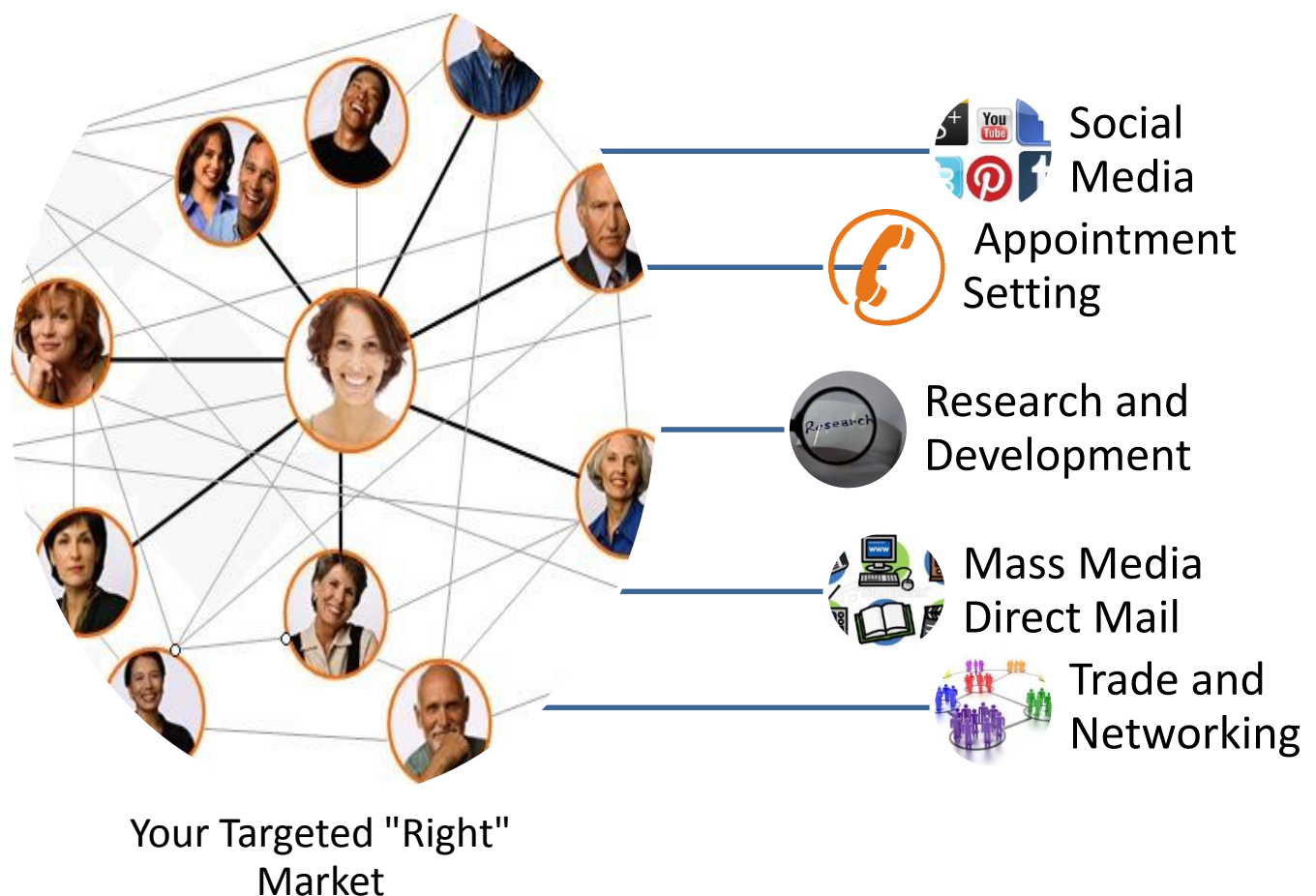
Starts with the preparation of potential growth opportunities for the "idea" with support and monitoring of its implementation. Business Development has Three phases: Ideation, Development and Implementation. All phases work together to ensure the business "idea" is capable of implementing the growth opportunity successfully. The "how do we make money" question, its analytical backup and roadmap for implementation, the business plan or canvas are all established.



# Focus # 3

## Brand Communication/Marketing Strategy

Is the art of effectively establishing your identity within the marketplace as well as marrying the companies "brand" perception with that of the market.



“Most **Businesses** Fail  
Due To Weak Teams,  
**Weak Resources**, and  
Weak **Plans**”

— Bernie Doorman  
CEO of CEO Space

# Ideate | Innovate | Accelerate

## About The Merit Group LLC

We are a *strategic planning, business development, and brand communication* consultancy that fast-tracks our client's business goals using our trademark ***Business Engineering System: Design I & II.***

We help you to maximize opportunities for profit and progression with a well-developed, high-impact business growth strategy. Whether you need help communicating your brand effectively, redesigning your business model, or building your online presence; we will achieve desired results.

Together we ensure your goals are accomplished, plans are executed while positioning you to profit. It's time to make a move!



# Our Solutions

## Strategic Planning

Again, Strategic Planning is the process of setting priorities while focusing energy and resources that accomplish individualized goals. It strengthens operations, ensures that “everything” is progressing toward common goals, deeply rooted in strategic outcomes, and achieving desired results. Manifesting as a disciplined effort producing fundamental decisions and actions shaping and guiding an organization according to; who it serves, what it does, and why it does it, focusing on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to ensure progression, but also how it will assess its success.

## Outcomes

- ✓ Structure: A strong foundation.
- ✓ Sustainability: Processes and systems that ensure the longevity of your business.
- ✓ Profit: Stable and strong revenue streams.
- ✓ Effective: Our solutions are designed to ensure the effectiveness of your project.
- ✓ Progression: Growth and expansion are expected within the first year.

*“The Merit Group has been an essential part of the team. They have the ability to gain valuable outside perspective on how our company needs to function to produce a new and innovative framework.*

*They outline the clear steps to make the improvements. They helped us to see the “big picture” that optimized our efforts and maximized our time.*

*The Merit Group brings focus, clarity, savvy and results.”*

**- Gabrielle Luoma, CEO, CPA GMCLPA**

# Our Solutions

## **Innovation Strategy**

Is it ever disputed that, in business, growth only occurs as a result of innovation? In fact, the absolute answer to business growth is that innovation is the only solution. We partner with you to identify and implement innovation strategies/solutions that transform your profit and processes. Get strategy on:

- ✓ How to expand your brand
- ✓ How to expand your business model
- ✓ How to penetrate your market
- ✓ How to effectively price your products and solutions
- ✓ How to reach your business goals
- ✓ How to breakthrough business barriers
- ✓ How to identify new markets
- ✓ How to create a sales strategy that works
- ✓ How to capture and engage your audience
- ✓ How to keep your pipeline full
- ✓ How to effectively use social media

## **Brand Communication**

Is the art of effectively establishing your identity within the marketplace as well as marrying the companies “Brand” perception with that of the market. The outward expression of your brand – includes your name, trademark, communications, and visual appearance – this is brand identity. In this process we help to create the brand image, which is a customer's mental picture of your brand. Brand identity is what The Merit Group LLC will help you communicate to your potential consumers. Over time, the brand identity evolves and gains new attributes from consumer perspectives.

# Our Solutions

## **Website Design**

The Merit Group LLC will create or redesign your website. All the essential elements needed for a functional and competitive website are included such as back-end SEO, Pictures, Conversion Tools, Graphics, Videos, and More. We can also create your content and ensure the following:

***Solidified Domain***

***Ensure Website Training for Maintenance***

***Editing***

***Visual effects***

***Email Mailbox with up to 3 users***

***Landing Page***

***Tabs***

***Key words***

***Product page***

***Itinerary if necessary***

***Ecommerce Tools***

***Conversion tools***



# Our Solutions

## Social Media Architecture

The Merit Group will determine which interactive applications and social media platforms best suit your needs by fine tuning the best strategies through testing. Penetrating the “right” market for your brand is essential. We help you create your identity in the marketplace. We create a custom design social media campaign, we outsource to meet goals, and achieve objectives. Our service includes an exhaustive launch and training, ensuring you stay ahead of the competition.

### ***Platforms Created:***

- ✓ FaceBook
- ✓ Twitter
- ✓ Linked In
- ✓ Spreecast
- ✓ WebEx
- ✓ HootSuite
- ✓ Periscope
- ✓ BLOG Talk Radio

**Graphic Design:**

- ✓ FaceBook Covers
- ✓ Twitter Covers
- ✓ Linked In Covers
- ✓ Brochures
- ✓ Business Cards
- ✓ Rack cards
- ✓ Logo
- ✓ Speaker Sheets





# Client Success Coordinators



We have a team of **Client Success Coordinators (CSC)** that are educated, dedicated and experts in the fields of Social Media, Brand Communication, Customer Service, Research, Non- Profit, and more. Each client will have at minimum two CSC's aligned to ensure new business opportunities are formed, social media content is created and launched.

 *“Success is a collaborative effort”*  
- Shamara Cox

# Some of Our Clients



# Some of Our Clients



*Bringing Restaurants To You*

W H I T A K E R  
WORLDWIDE TRAINING  
and CONSULTING

CULTIVATING LEADERS | EXPANDING INFLUENCE



JUST ASK  
*Kiky*  
JUST ASK ME... KIKY!



*We Bling Any Brand*



There's always a solution



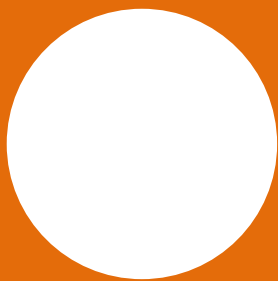
# THE MERIT SCHOOL OF ENTREPRENEURSHIP

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*Igniting Ideation and Innovation*

Are you ready to join a progressive group of entrepreneurs?  
Build your business. Start your entrepreneurial journey. Here is  
what we offer? Join Today!

- Certificate Document Preparation Program
- 16 Week ***Ignite Entrepreneurship*** – Business Building Program
- 6 Week ***Business Innovation*** Course
- Breakthrough Business Workshops
- Online Courses
- Seminars



*“I just want to  
learn everything.”*

- - Adrienne Santos, Indiana





Strategic Planning | Business Development |  
Brand Communication.

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