

The IC&M Management Team

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Know more about us

Innovative Consultancy & Marketing has become firmly established by Executive Director Dominique MARCU as a leader in business consulting throughout the world.

IC&M consist in several Business Units each of them specialized in one specific task (see page 5).

IC&M main office is located in Singapore with branches in Bangkok and Paris. The company was founded to provide Consulting and Marketing services to companies established in Europe and Asia but is not limited to these areas. Some of our customers having branches in the USA also use regularly our services for audits and advises.

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Contact us for a **free** Business Consultation

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Why wait
to take
your business
to the next level?

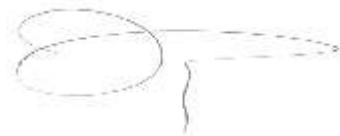


Your Success Is Our Mission

IC&M is a Customer-Centric organization providing professional services at an affordable cost. We partner with our customers and assist them to re-think their business strategies. Other firms point to their list of client-customers. We are serious about your success. We plan to engage as your partner to design and deliver effective short term and long range profit improvement strategies to your organization.

Our client-partners are entrepreneurs and business development specialists who possess the capability to envision successful outcomes. We listen carefully, as your partner, to fully understand your vision. Then we work with you, engaging advanced techniques to focus your vision on the development of operational improvements geared for success. Re-thinking tomorrow's challenges.....addressing the dynamic changes in today's markets.

Allow us to partner in your success.



Dominique MARCU
Executive Director



Is your brand name recognition above competition?

In today's highly competitive world a serious manager cannot ignore that company communication and exposure play a major role in business development.

Among all services provided by our Consultants the IC&M Corporate Identity is probably the most amazing one as it results in almost immediate Return On Investment.

Your involvement in the day to day management does not leave you with enough time to think about what makes your company's reputation, image and recognition. You may also be too close for a proper view to be able to judge the impact of your own firm name and brand name(s) on the market.

A company is worth what it shows. A poor Corporate Identity can ruin marketing efforts as it does not ease your company and brands recognition. Larger corporations know very well that a proper Corporate Identity is one of the keys to success in today's graphic driven environment. An Excellent Corporate Identity will create opportunities to influence consumers, to communicate your ethics and unique identity.

IC&M Corporate Identity Consultants master all techniques relating to the conception and the maintenance of a clean, clear, bright Corporate Identity that will change the outlook of your future expansion and how your business is perceived by its customers and the marketplace.

IC&M Corporate Identity consultants provide innovative elements to generate the appropriate Corporate Identity for your organization such as Company's name, Logo, Typeface, Slogan, Etc...

IC&M Consultants will ensure that your Corporate Identity is unique by creating values through integrated marketing approach across all media. IC&M Consultants will position and present your company personality in the mind of customers.

IC&M Consultants will design for you a "package" (IC&M Corporate Identity services are logo design, business cards creation, letterheads, mailing labels and posters in all languages, full website design, Trade Mark protection and management, and much more...) dedicated to describe who you are, what you do, how you do it, and where you are going, resulting in positive exposure and excellent sales results.

IC&M Consultants in Corporate Identity will analyze your company image with a fresh vision.

Entrust IC&M with your Corporate Identity reengineering and we will deliver brilliant yet applicable and "Not-as-expensive-as-you-may-think" solutions that will change your outlook for ever. Your image will be geared-up to a better exposure and recognition both near to your customers and prospects but also near to your business partners like bankers, suppliers, etc... The internal impact in your company will be immense and your employees will be proud to carry the flag of your business resulting in more efficiency and more profits.



Your Benefits from IC&M Consulting

The list is so long that we do not have room enough here. To name a few:

- Independent analysis of your organization and identification of its strengths and weaknesses,
- Analysis of opportunities and threat of the marketplace,
- Creation of a global vision for your company,
- Adjustment of your strategy in effective ways,
- Provision of more efficient use of scarce resources resulting in overall costs reduction.
- Gain of competitive advantages,
- Better customer support by creating added-value while removing unnecessary non-value added work,
- Facilitation of cooperation between divisions/departments/workshops,
- Higher motivation of your staff,
- Projects will be completed on time,
- Wider range of your market targets and identification of new markets,
- Differentiation of your products from other competitors,
- Create positive circumstances to seduce potential investors/partners,
- Etc...

Our Marketing Services

Beyond our Consulting activities IC&M offers a first class service to those companies who wish to explore and test a new foreign market at an affordable cost and with the minimum risk.

Mostly specialized in European and Asian countries but not limited to, IC&M Consultants can help companies wishing to find out if their Products / Services are saleable on foreign markets, throughout the world.

- Finding contacts, partners, financing, or production capacity,
- Hosting your company to help it set up on a local market,
- Providing all associated services like: legal, trade mark and patent protection in foreign countries, accounting, office services, workforce selection and recruitment...
- Launching your Brand and your products on a new market,

All these are only few examples of the array of services that IC&M Marketing Consultants can do for you. **If you have an idea or a project** just contact us for a free visit and Consultation. We will rapidly let you know if this is feasible and how to proceed. We will take care of everything on your behalf while you keep concentrating on your daily operations.

Customer-Centric

This is our motto and the ground of our development policy. Nothing is more important and valuable than our Customers. You are the ones who make our success and our reputation.

Our Ethics are strong and based on positive values. We will provide you only with the best services and advice. With 30 years of global business experience with small companies and corporations, we encompass business solutions that will match your needs.

Want to develop your business in Asia or in Europe?

IC&M was created with the purpose to assist companies wishing to develop their business outside of their national environment.

With independent Analysts and a net of employees and correspondents in Europe and Asia, IC&M has knowledge in Economic Intelligence and field experience covering countries from these two continents.

We can build up a Strategy and assist you to prospect these foreign countries, to find partners, to start up a subsidiary... We will provide help and support to achieve your expectations and your goals.

Why should you use IC&M Services?

IC&M works as an Independent Analyst at your service. We have experience and we deliver results at cost efficiency. Whatever the size of your business organization IC&M Consultants will provide the appropriate services to cater your needs and to empower your resources.

Your managers may be too closely involved to have a clear independent Vision of their own business. They are also too busy with the day to day Management.

Our Independent Analysts will unveil strengths and weaknesses of your Business organization and will provide solutions in every domain.

Strategic Vision, Business Operations, Marketing, Corporate Identity, etc... Nothing will be left aside. We will deliver a global solution to make your business perform better and with a brand name well respected by your prospects, customers, and suppliers.



IC&M Vision

Customer Relationship Management's global vision is steeped in decades of experience in businesses ranging from small enterprises to large corporations.

Customer demands change quickly. Competition in the marketplace causes companies to react and adapt. Proactive re-thinking of today's business dynamic will generate new models that will prevail against tomorrow's serious challenges to survival. Today's successful business keeps pace with tomorrow.

IC&M SOLUTIONS Get Business Consultancy without compromise yet with Innovation

Unlike other Consulting firms IC&M Consultants are teaming up with their customers with a view to bring their companies to a new level of development. We feel totally involved from the day we start working on your business development project and no effort will be spared to deliver sound advice and complete solutions.

IC&M Consultants will help you to make a breakthrough and to pass the ceiling that your company may have reached. IC&M Consultants have a wide experience with strong foundations coming from decades of projects management in various industries and business types. We are coming with innovative yet proven solutions to bring your company and development to a new stage.

Together, we will establish a plan that will match your vision and go beyond your initial expectations. First we will meet for a free business consultation and run a thorough analysis of your current business situation. Then we will suggest strategic changes to break barriers and bring your business to higher boundaries. Bringing new business, improving your ROI, finding innovative solutions for development and financing, these are some of the services we can deliver to you.

We have customers from Europe, Asia, USA and you will benefit from our international experience. We will expand your vision and will implement new concepts and business ideas that will benefit your organization.

Why wait to take your business to the next level?

If your answer is YES to one or more of the following questions it probably means that you should contact IC&M for a free business Consultation.

- Is my strategic vision still valid?
- Do I need a fresh independent opinion to improve my Company advantages and expansion?
- Is my company well known?
- Is my company shown to advantage as much I think?
- How could I gain new customers and markets with a minimal investment?



Get the right key
to success

IC&M Array of services



The appropriate strategy assures you on improving competitive positioning based on reality and yields creative models and flexible solutions. Work in partnership with clients to identify current problems leads to finding appropriate and practical solutions. Well defined strategic plans guide you to implement your vision and increased profit results in higher ROI for customers and improve shareholders value.



IC&M is mastering techniques and principles of Industrial Analysis in realistic situations. Moreover, IC&M Industrial Consulting encompasses the organization's vision, mission, goals and objectives to promote the use of technology throughout production processes and the related IT support and logistic.



As a result of an ever growing and aggressive competition companies are forced to move faster with added efficiency to cut down operational costs. IC&M Operation Consulting can dramatically improve your organization and streamline your processes.



IC&M Finance Consultants are well aware of the needs of CEOs and CFOs who are facing ever changing and challenging situations. IC&M finance consultants, with their dynamic answers, reliable advices and strong financial connections will help you to develop your business while keeping control on your strategic financial resources.



Thanks to decades of experience the knowledge of IC&M Consultants spans a wide range of business types thus allowing us to provide you with most advanced marketing techniques. We will keep you away from substandard marketing and will provide you with the best marketing solutions in today's highly competitive environment.



IC&M Services are providing complementary resources to address issues that may result from changes happening in your organization. Human Resources, Coaching, People development, E-learning, will help you to manage your staff and make it participating to the new Strategy.



Outstanding creative attitude and communication lead customers to immediately recognize values contained in your offers and the Spirit behind.

IC&M Communication Analysts and Graphic Designers will inspire new lines of thoughts through creative thinking. We will help you to improve the marketability of your ideas and every aspect of your projects with bright solutions. Implementation and evaluation will guide you till you reach success.