

Our S.M.E Development packages

for your Automotive business

>>>>Corporate Blog management and integration

Every business needs to step beyond merely being online to staying visible and relevant on the internet. According to new reports in 2014, Nigeria boasts of over 48million active internet users; this means you have a substantial fraction of Nigerians looking for your business online. To stay ahead of the curve you need an audible voice online and one of the feasible ways to reach out is through blogs. Through sustained content development and active web-integration, your customers and potential clients can have a clearer picture of what you truly represent far beyond any advertisement campaign can achieve. We help automotive businesses create relevant content and integrate them online- via autobaseafrica.com- for better visibility. Basically, we ensure your customers stay connected with your business while you reach out for more business prospects and new clients.

>>>>Lead Generation for your business

Through our web-platform and offline strategy implementation, we can help your business explore more diverse revenue streams which can raise your income overtime. Besides our traditional online integration of your business, we help foster B2B relationships by creating strategic symbiotic plans that will benefit participating businesses.

>>>>Business Intelligence

Our business intelligence approach is unique for every automotive business as we first step aside to understand your core business needs both from the customer and competition perspective. This allows us to identify the relevant information and data that need to be captured both internally and externally. We don't merely stop at capturing these data set using statistical and

software-based tools, as we go further to provide highly required recommendations based on our independent professional analysis. With Pen&Crank Nigeria by the side of your business, you can be rest assured we will help your business grow through sustained strategic planning.

>>>>Basic Business Profitability Assessment

Our winning and trusted formula is quite simple; we first carry out a competency and business resource(s) assessment to have a clear understanding of your core strengths as a business. After this process, we take a look at your financials which should capture areas that drive revenues for your business, as well as your costs. We then take a step further to properly define your business profitability barriers, which finally leads to identifying new revenue channels.

>>>>Business Development, Planning and Re-organization

Poor business structures hugely affect business productivity and profitability. Our business planning services can help businesses seeking funding or merely trying to optimize current structures to drive sustained growth. Our professional proposal writing experience will be very handy in helping you present your ideas in a very clear and appealing way. This includes helping in the presentation of your financial projections and other supporting fiscal analysis based on both non-discounted and discounted flow.

Contact us today:

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