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Kheir Consulting is a company specializing in business strategy and marketing solutions for small and medium sized businesses. We help businesses plan, promote and profit through a strategic approach that assists in creating a smarter business that can make faster and better decisions. From business concept to effective marketing, resulting in actual sales, Kheir Consulting uses over a decade of practical and theoretical experience to help businesses to earn better profits through end to end marketing expertise.

Andy Kheir - Founder

- MBA - Marketing and Strategy
- BA - Economics
- BA - Political Science

We specialize in understanding the entire marketing vertical.

- Some marketing consultants only understand one very specific area of marketing. In fact, most 'marketing consultants' are actually advertising consultants, specializing in an end product such as a brochure, magazine ad, radio spot, television commercial, etc. There is nothing wrong with that. In fact, it is recommended that when the time is right, many businesses should utilize advertising consultants. It should be understood, however, the marketing is much, much larger than advertising, and advertising is one of the last steps in marketing. Marketing encompasses, to name a few items:

- overall business strategy including vision and mission statements
- core activity definition
- product market focus definition
- market analysis
- competition analysis
- industry analysis (such as SWOT and PEST)
- target market segmentation
- market research and analysis
- target market demographic and psychographic profiling, motivational decision mapping, buying process mapping and other needed insights
- feature benefit analysis drill-down to emotional level
- value proposition definitions
- marketing strategy (traditional 4 P's of marketing - Price, Place, Product, and Promotion) -

from the why perspective

- marketing plan (branding, **advertising** and promotion, sales strategy, sales plan, customer loyalty programming and systemization) - from the how perspective

We only service the Small and Medium sized Business segment (SMB Market).

- By specializing in the small and medium sized business market, we have a better understanding of the needs and concerns of small and medium sized businesses. We provide advice and consulting with concise, easy to read reports only when reports are appropriate. In all circumstances, actionable advice and consulting is provided with end-results and profits in mind.

We do not bill and run.

- We focus our attention to what is best for the customer in the long-term, and not short-term unsustainable results. This usually means being available during the implementation process to help work out the kinks and help the business through the growing pains. This leads to higher and more consistent profits for our customers, and greater customer loyalty and customer satisfaction for both parties.

We do not promise unrealistic results.

- We focus our attention on process improvements that achieve realistic and meaningful results. We match the customers resources and capabilities to realistic future goals and find good ways to get there. Depending on your products/services, resources and the people your business has, you may or may not be able to double sales in a year, but the bigger question is 'Should you?'. Over stated goals can either lead to large disappointments or bankruptcy. Realistic goals and processes help to ensure greater profits and greater long-term viability.

We do not provide in depth services in finance, operations, or human resources.

- The expert advice that a business person seeks is very specialized. In order to understand the in-depth functions of each area, few consultants will cross-over in specialties. Most reputable consultants have at least a good understanding of all functional areas and can provide basic direction for business people. If, in the discovery process it is found that the customer requires in-depth specialized expert services that we do not offer, proper referrals are provided, and we work with other consultants to help the customer whenever needed.

[Contact Us](#) to set up a meeting and discuss your needs.