

TheCaseSolutions.com



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About A&C



- A boutique consulting agency founded in 1970 in Toronto, Ontario
- Specialising in sponsorship and experiential marketing
 - Pairing arts and culture organisations with corporate businesses to form sponsorship partnerships
 - The experiential marketing division connects with consumers by creating unique and memorable events, involving the product



Making critical connections

FXDPrtise

Hillman's Expertise

Identifying mutually beneficial pairings

Industry experience

Strong clientele base

Niche service offering

Strength = Reputation

Focused differentiation business strategy



Industry

Environmental:

- The need for "hybrid" staff to succeed Industry:
 - Rise of Technology impacting revenue and clientele
 - Arts and Culture government funding declines
 - Fall in GDP, rise in unemployment & lowering of interest rates saw Canada enter into a recession

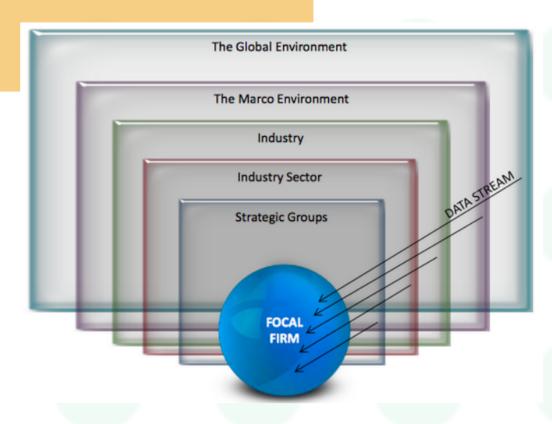
Result: two consecutive years of losses

Competition

Wakeham & Associates Marketing

Incorporated

• IMG World Co





Porter's 5 Forces Analysis



However, the business proposition could become redundant due to the rise in technology

Buyer Power

The bargaining power of buyers is moderate, due to the lack of expert competition.

Firm Rivalry

Overall = Moderate

Supplier Power

The bargaining power of suppliers is quite high in this industry, without the sponsorship from external suppliers, the pairing process of organisations and sponsors would be made redundant

Barriers to Entry

Niche market, which is difficult to make money in without a reputation in the industry

Unattractive to new entrants

Firm Rivalry

Overall = Moderate