

Strategic Business Case Generation Tool

The Problem:

Our client had been challenged by the senior leadership team to generate a Business Case for the senior management team. This was to evaluate whether a change to their structure of marketing and communications which could lead to the business saving many millions of dollars. The hypothesis was that the needs, attitudes and purchasing behaviour of rural and regional Australians was consistent with metropolitan Australians within the category.

The Solution:

A robust national quantitative research program was implemented to evaluate purchasing behaviour similarities and differences between rural and metro populations.

The Result:

The research provided the team supporting evidence to feed into the business case and was crucial in justification of their position back to the senior leadership team. The research aided the business to maintain its current marketing structure.

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