

AMERICAN BUSINESS GRAPHICS

A Consulting Design Firm for Business

One Source Your Solution

Marketing Strategy

Design Management

Marketing Consulting

Process Training

Interactive Media

Print Fulfillment

Website Integration

Management Training



One Source Your Solution

A Consulting Design Firm for Business

Quality and Excellence You Can Count On!

Consulting Services

Studies, Analysis, reports documenting proposed developmental, Consultative or implementation efforts, Process and Productivity Improvements

Consulting services to include, but not limited to, strategic and scenario planning, organizational and technology assessments. American Business Graphics, Inc. offers consulting services aimed at assisting organizations to systematically identify their mission, vision, long-term goals, management objectives and operational strategies for conducting business within a specific market or division. We provide expert advice and guidance in support of an agencies' organizational and business improvement efforts.

ABG realizes the need to gather information and prepare documentation for the purpose of understanding how a process works or how productivity can be improved. Knowing that all processes and productivity can be improved is the starting point to serving all aspects of improvement. We constantly work at analyzing our customers business, their customers, and work hard at improving those processes to add improvement and productivity for everyone. Reports are developed for the purpose of collaboration with board members and/or senior executives. Presentations are prepared for briefing and management training. Working with all levels of corporate and government management along with the labor work force is crucial in successful plan implementation. Our knowledge and experience in working with small and large companies and associations/organizations will deliver consultative plans to improve overall business operations and processes through fundamental and industry specific strategies.

Positioning Statement

American Business Graphics is design firm that is committed to adapting our service to the evolving needs in today's industry. We serve our clients as their single source for competitively priced business consultation and audio/visual production needs.

ABG believes in a flexible approach to serving our clients' needs and expectations:

- Quality products and services.
- Quick turnaround/flexibility.
- Capacity to handle small or large volume projects.
- Creative services and "value-added" consulting.
- Value Pricing.

Guiding clients through the many details that go into the preparation of each job means taking time to do things right the first time. Painstaking attention to detail is a hallmark of ABG.

Regardless of volume, ABG is always prepared to meet the demands of our clients. Crisp, concise marketing, advertising and training tools are the end-product by which ABG is judged.

Providing the creative spark to client-inspired ideas is the reason ABG exists. Design and consulting services help clients to create powerful communication and business improvement tools that make a powerful impression at all levels.





The planning process will include the following meeting topics with the team:

- The method of planning
- Understanding the associate member
- The product mix and market analysis
- The competition and pricing
- Strengths, weaknesses, opportunities and threats analysis
- Review the Situation Analysis outline
- Select and prioritize strategies, list action items
- The "branding session"
- Review and agree to Strategic Marketing Action Plan



Marketing Strategy Public Relations Advertising Design Multitmedia Trade Shows Web Development Corporate Identity Broadcast Media
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S T E R L I N G
marketing group, inc.



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