

# Organizational Transformation Proposal

## Section 1: Executive Summary

Bigline will be consulting with the client to transform their firm from unstructured process driven to matured process based organization. The overall transformation timeline will be 12-14 months. The project will be divided into five major blocks.

Block 1 : System and process design

Block 2 : Go to market strategy

Block 3 : Organizational structure design

Block 4: Address existing pain points

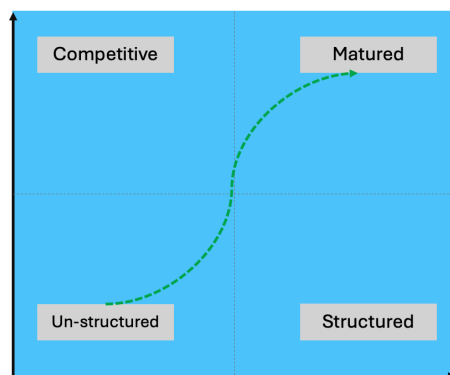
Block 5 : Develop credentials and documentations

**Timeline:** 12 Months

## Overall Trajectory

Competitive path of SU Designs, to be referred as Client, will be designed and driven by Bigline team.

Graphical representation of the journey



Basis of preparation: Client meeting dated 28<sup>th</sup> June

Background:

Client is a Vapi based interior design firm, in service since last 5-6 years. They have delivered multiple projects for their client and are eyeing to solidify their business presence in western India.

Key Strengths of Client

- Unique positioning of the designs
- Personal and customized interior design solutions
- High end market positioning

Major pain points

- Minimal or no documentation of projects, credentials
- Lack of structured project management process
- Lack of delegation and project review process
- Client price variation and cash recovery is un-structured
- People management issues

Action: Client to agree on the project management and cost proposal

**Cost Model:** INR 10,000 per week, billed weekly.

## Section 2: Detailed Implementation Plan

### Months 1-2: Set Systems and Processes

- Objective: Establish core business systems and processes for operational efficiency.
- Bigline:
  - Research and shortlist business systems (e.g., CRM, project management, accounting tools) tailored to Client's industry.
  - Draft initial standard operating procedures (SOPs) for key operations (e.g., sales, customer service).
- Client:
  - Provide detailed input on current workflows, operational needs, and budget constraints.
  - Review shortlisted systems and provide feedback.
- Deliverables: Shortlist of systems, draft SOPs, and training schedule.

### Months 3-4: Define Market Strategy

- Objective: Develop a clear market strategy to position the business effectively.
- Bigline:
  - Conduct market research to identify target audience, competitors, and industry trends.
  - Draft a marketing plan including branding, positioning, pricing, and promotional strategies.

- Client:
  - Share insights on the business's unique value proposition and target market preferences.
  - Review and provide feedback on the draft marketing plan.
- Deliverables: Market research report, finalized marketing plan, and rollout timeline.

### Months 5-6: Define Team and Organization Structure

- Objective: Create an organizational structure to support business growth.
- Bigline:
  - Propose an organizational chart based on business size, goals, and operational needs.
  - Identify key roles, responsibilities, and hiring priorities.
- Client:
  - Clarify expectations for team size, budget for hiring, and preferred leadership structure.
  - Approve the proposed structure and provide input on required skill sets.
- Deliverables: Organizational chart, job descriptions, and recruitment plan.

### Months 7-9: Identify Customer and Team Pain Points and Resolve by Process

- Objective: Address customer and team pain points through optimized processes.
- Bigline:

- Conduct interviews or surveys with potential customers and team members to identify pain points.
- Design processes to resolve identified issues (e.g., customer support workflows, internal communication protocols).
- Client:
  - Share known customer complaints or team challenges based on prior experience or feedback.
  - Test proposed solutions and provide feedback on effectiveness.
- Deliverables: Pain point analysis report, finalized processes, and feedback summary.

### Months 10-11: Develop Strong Credentials

- Objective: Build credibility through a strong portfolio and marketing collateral.
- Bigline:
  - Create a portfolio showcasing Client's expertise, past projects, or case studies (if applicable).
  - Develop marketing collateral (e.g., website, brochures, testimonials).
- Client:
  - Provide details on past achievements, certifications, or unique qualifications for inclusion in credentials.
  - Review and approve branding materials to ensure alignment with business identity.
- Deliverables: Portfolio, marketing collateral, and list of promotional opportunities.

## Months 12: Review and Next Steps

- Objective: Evaluate progress and plan for ongoing execution.
- Bigline:
  - Schedule a review meeting to assess progress on all action points.
  - Prepare a report summarizing achievements and areas for improvement.
- Client:
  - Provide feedback on implemented systems, strategies, and processes.
  - Commit to ongoing resource support for execution.
- Deliverables: Progress report, next steps plan, and quarterly review schedule.

## Section 3: Key Notes

- **Timeline Start Date:** adjustable based on mutual agreement.
- **Review Meetings:** Weekly check-ins to ensure alignment and address blockers.
- **Accountability:** Bigline and Client to confirm responsibilities weekly via email. Client can terminate the contract with 1 week notice.
- **Outputs:** Process documents, frameworks in Excel, MS Word, PPT formats, Expert sessions.