



# NCCIL

Nist Commerce Ltd  
Excellence | Delivered

flexible  
dynamic  
and driven  
for your  
success

# About us

Flexible, dynamic and driven for your success.

Nist Commerce Ltd are an International Business Consultancy firm based in the heart of the UK with over 20 years of experience in researching markets, developing and implementing business development strategies, supply chain management and development of marketing collateral and strategies.

Specialising in the SME market we have experience in multiple continents, creating strategies for geographical and sector penetration, product development for local and global implementation. The team has web development ranging from standard web pages to complete ecommerce sites.

## What Nist Commerce Ltd can do for you:

We take an interest in business, creating strategy, direction and opportunity

- Making the most of your potential is the key to lasting success.
- Driving your business drives success, and having the right strategy which creates the clearest direction creates its own opportunity.

We drive change through introduction, development and implementation

- People are by far the most important asset in a business.
- From contact creation, networking events, product and process development and implementation of strategies, people are the key.
- We can help develop your personnel, make the most of the team you have and also fill the gaps.

Generating opportunity in markets through partnerships with like-minded companies

- Networking. For a long time this has been a business buzz word, considered by some as a cliché. But it works.
- With our contacts across the globe we can create a network of opportunity.

Development of marketing and sales strategies, followed by implementation if required

- The strategy behind your business is paramount to its success. It gives direction to your staff, highlights opportunity, areas for improvement and can dramatically change the way you do business for the better.
- Working alongside you Nist Commerce Ltd can create your strategies leaving you to the important business of running your company.
- Once the strategy is complete we also offer the implementation, taking the time to success down significantly.

Sourcing of new and alternative suppliers to increase quality, drive economies of scale and reduce costs

- The world is increasingly demanding. Prices rise, suppliers are stretched and service falters. This is something that is often left as something for tomorrow. But tomorrow never comes.
- Nothing else can make a bottom line impact as quickly as a cost reduction exercise, pushing suppliers to reduce costs and increase service, or finding new ones who will meet your needs.

Introduction into new geographies, new sectors and to new direction

- With the world becoming increasingly small the expansion into new markets, product lines and geographies is becoming easier.
- It is a sure fire way to increase your company profile and of course revenue.
- Sell more lines to the same customer base, sell the standard line to more companies and countries, or take your current range into a whole new sector. Nist Commerce Ltd can make this happen.

# Services

Want that extra sales team but don't want to go through the pains of recruitment, and the worries of getting the wrong person?

Want to develop your business but don't have the spare funds to pay for the marketing or sales staff?

**Nist Commerce Ltd can help.**

"Time is the scarcest resource and unless it is managed nothing else can be managed."

Peter Drucker

Nist Commerce Ltd Consulting offer a wide range of services designed to maximise the development potential for your business. Whatever your product, whatever your market Nist Commerce Ltd can provide a Sales and Marketing arm for your business without the cost of direct employment, with costs directly linked to performance.

## Strategy Development

The strategy behind your business is paramount to its success. It gives direction to your staff, highlights opportunity, areas for improvement and can dramatically change the way you do business for the better. Working alongside you Nist Commerce Ltd can create your strategies leaving you to the important business of running your company.

Once the strategy is complete we also offer the implementation, taking the time to success down significantly.

- Sales Strategy development
- Marketing Strategy development
- Strategy implementation

## Market research

Knowing your market is the only way to successfully promote, market and ultimately sell your product. Competition, geographical and governmental constraints, customer base requirements and pricing all build a model in which you can succeed.

Whether you are looking to expand domestically, internationally or with a new product line this research is the mine from which you obtain your gold.

## Distribution Channel establishment

An effective network of distributors is an essential element of any manufacturer's business model. They are the extension of your company, the ambassadors of your product and ultimately the sales force.

Developing this network efficiently and ensuring you have the best available is something that has to be gotten right.

## Distribution Channel Management

Once you have the channel set they need to be managed. Ensuring that the competition is kept at bay, receiving the essential feedback, good and bad, that drives a company to expand and grow, and ensuring that your product is the one on their minds over and above the other products they sell ensures the success of your business.

## Marketing Communication development

The literature, advertising and corporate profile are often amongst the first and last things a current or potential client will see and therefore remember. The quality and usability of your material reflect directly on your company directly. Ensuring that your material speaks to your audience, and that it is as user friendly as it is possible to make it means that it will be used, and reflects a way of doing business that your clients will respond positively to.

## Website Development

Increasingly the world is becoming electronic, with personal and business purchases invariably beginning with a web search. Your on-line presence in many cases can be as important as your product. How easy it is to find, and how easy it is to buy are amongst the most critical factors in today's world of increasing pressures and decreasing times.

## Corporate profile development

How you are seen by your clients and your competitors is extremely important in establishing trust and respect in your chosen industry. Initial impressions last, as does the message you send into the market place.

From your marketing material to your website, from your company message to your logo, all these things are vital to that professional image.

## Outsourcing and Supply Chain

Cost reduction is the fastest way to positively impact your bottom line. And as we all know profit is sanity. However, having the time to negotiate with suppliers, source new suppliers and all the associated logistics is often something left until tomorrow. And again we all know that tomorrow never comes.

## Supply Chain Management

Even if you are happy with your current suppliers there is often more to be gained from them. More often for an SME the relationship with the supplier is a personal one, one that can be damaged by pushing for better prices, better service. By outsourcing this negotiation the relationship can be protected, and results can be faster than trying to fit it in around the day to day running of the business.

# Sales Strategy

"Whether you think you can or whether you think you can't, you're right!"

Henry Ford

Development of a successful Sales Strategy is one of the keys to your businesses growth and continuous development. Nist Commerce Ltd can develop a direct strategy for your business focussed on one thing, growing your business. With customer list development, competitor analysis and market potential highlighted through our market research team Nist Commerce Ltd can give you a strategy that has the greatest potential for success.

To continue the development of your business Nist Commerce Ltd can act as your Sales Agency, acting on your behalf contacting potential customers, negotiating deals and growing your business across the geographies and sectors where you wish to expand for a small percentage of the sales generated over an agreed contract period.



Once the business is moving we can act as the continuous contact across that region for no additional charge, keeping the customer happy and content that they are getting first class service from your company. We can, for an additional fee, perform this service for any of your current customers.

Coupled to this in order to maximise your success Nist Commerce Ltd can also produce and implement a marketing strategy aimed at your desired market.

## Services

- Sales Strategy development
- Strategy implementation
- Distribution Channel establishment
- Distribution Channel Management

# Marketing Strategy

"Let us not look back in anger or forward in fear, but around in awareness."

James Thurber

A successful Marketing Strategy is vital to the success of any Sales Strategy, and fundamental to your businesses growth and continuous development.

Nist Commerce Ltd can develop a direct strategy for your business focussed on one thing, growing your business. Market penetration is only fully achieved with focussed and direct marketing communications, successful web presence and campaign management. With customer list development, communication vehicles highlighted, competitor analysis and market potential highlighted through our market research team Nist Commerce Ltd can give you a strategy that has the greatest potential for success.

Implementing the Marketing Strategy can also be performed for you, and coupling this with a Sales Strategy and Market research can significantly enhance your chances for success.



We provide a full market research facility, with the costs being agreed prior to work being carried out, based on the hours it takes to complete the research. This research can then either be delivered in its report state or can be used by Nist Commerce Ltd to develop a Sales and Marketing Strategy for your business. This strategy includes a list of potential customers and market development and collateral requirements.

We can then implement the strategy, develop the marketing collateral and provide the penetration to the market.

## Services

- Marketing Strategy development
- Market research
- Strategy implementation
- Marketing Communication development
- Website Development
- Corporate profile development



# Marketing Communications

"Wise are those who learn that the bottom line doesn't always have to be their top priority."

William Arthur Ward

Customer first impressions are increasingly important for your success in today's market place. Gone are the days when your product speaks for itself, we now need to give it a voice.

Effective, professional and modern marketing communication tools, a fresh and sharp professional image and a creative, SEO optimised, user friendly web presence are absolutely key to increasing your business profile, and ultimately your business.



Nist Commerce Ltd Consulting have a team of specialists in all areas of marketing communications; Web development, E-Commerce, Literature, Advertising, Marketing Campaigns and much more.

## Services

- Marketing Communication development
- Website Development
- Corporate profile development

# Website Development

"You affect the world by what you browse. "

Tim Berners-Lee

Increasingly the market is electronic. Your current customers and potential customers alike will want to see a strong web presence making their buying choices easy. E-Commerce is a part of this, allowing many more people access to your product from the comfort of their home or office.

SEO (Search Engine Optimisation) is a principle part of an effective website. Almost all small to medium businesses (and a lot of large ones also) have websites that do not come on the first few pages of a search engine. Add to this the fact that most people have a 2-5 page attention span and this becomes critical for the success of your on-line marketing campaign.

Nist Commerce Ltd has a team of experts in web development with over a decade of working for some internationally recognised firms, from Travel websites, to Fall Protection E-Commerce to on-line sandwiches. Nist Commerce Ltd can deliver it all.



We are always on the lookout for like-minded organisations who share the enthusiasm required to make a success not only of their website, but of the key areas in which fresh ideas and inspiration are formed.

We specialise in e-commerce, online catalogues, showcases and more, using technologies such as ASP.NET, XML, MS SQL and Macromedia Flash. A Search engine optimisation service is also available, with SEO reports and advice to get your website in the rankings!

With an extensive range of media and programming expertise to hand, Nist Commerce Ltd can create the perfect web based solution for your requirements.

## Services

- Website Development
- Corporate profile development



# Outsourcing and Supply Chain

For any business to be successful profit is key. Maximising your potential with new and existing suppliers can bring an instant impact to your bottom line.

That said, quite often this can be a process that many businesses do not have the time to do, or relationships with suppliers can mean this can be an awkward thing to undertake. Using Nist Commerce Ltd Outsourcing and Supply Chain Consultancy service can bring you excellent results in under 90 days, and can also retain your personal relationships with your suppliers.



Finding new suppliers can also be a headache, with negotiations, research and sample approvals it can be a process that is always in the plan but the day-to-day gets in the way of actioning it. Using our consultants who specialise in domestic and off shore sourcing can deliver this for you, and bring a positive bottom line or quality impact in weeks.

## Services

- Market research
- Outsourcing and Supply Chain strategy development
- Supply Chain Management







**NCL**  
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