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## We helped IT service company in Malaysia in transforming its brand image aligned with its corporate future expansion plan

### Case: Developing Corporate and Brand Strategy

#### Situation

- The IT service company is having a declined margin growth.
- The company is in a crisis with its low differentiation and brand awareness.
- The company already has a strategy in running the business, but it is not in line with its vision, mission, and values
- MarkPlus&Co was asked to formulate its new brand strategy which will impact to new vision, mission, and corporate brand



#### Approach

- MarkPlus&Co as a strategy consultant evaluated and developed a marketing strategy to improve its performance.
- MarkPlus&Co conducted a survey includes of internal and external brand survey, and in-depth interview to management.
- MarkPlus&Co conducted a workshop in determining corporate business direction and socialize its vision, mission and values.



#### Outcome

**With a new vision, mission and value, our client is success to improve its competitiveness in IT service industry in Malaysia and also strengthen its corporate image amongst players in the industry.**

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