

Business Development

B.E.S.T. describes business development as the ideas, initiatives and activities aimed towards making a business better. This includes increasing revenues, growth in terms of business expansion, increasing profitability by building strategic partnerships, and making *strategic* business decisions.

Concept and Scope of Business Development

Business development activities extend across different departments, including sales, marketing, project management, product management and vendor management. Networking, negotiations, partnerships, and cost-savings efforts are also involved. At **B.E.S.T.** we work with clients utilizing a variety of *strategic* business development methodologies to ensure that all these different departments and activities are driven by and aligned to the business development goals.

We prepare our clients to either make and/or suggest a *strategic* business change for a value-add to the business in order to contribute towards business development, increased market share and increased revenue.

