WELCOME TO FUTURE SUCCESS
NEXT LEVEL LASER FOCUSED MARKETING
What We Do

We offer a wide range of marketing consulting services and solutions to organizations in various industries. Our core competence lies in our ability to help small and medium-sized businesses maximize revenue, generate growth and develop a sustainable Competitive Advantage edge through our individualized strategies and solutions.

Marketing can often seem like a game of chess, with competitors seeming like grandmasters making accurate and impressive moves with split-second calculations. We understand and use tools to help to tip the scales in our clients’ favor by originating bold and exceptional strategies that achieve a competitive advantage. We will then go further by facilitating the implementation of our counsel and essentially moving the pieces on the boards of the market towards ultimate victory.

We are experts in such categories as:

- Market and industry
  - research/analysis
  - marketing strategy
    - Traditional Marketing Optimization
    - SEO & SEM Optimization
    - financial and marketing planning

- Business process development
  - procurement
  - enterprise resource
  - planning and supply chain management

- Operational improvements
  - optimization of human resources

- Organizational structure and management systems

- Global outsourcing
  - strategic alliances
  - distribution and channel partnerships

- Cross-cultural communication and integration

- Investor and client
  - relations management
  - business valuations
  - interim venture management
  - capital fundraising
  - equity sales and M&A activity

Please see the SERVICES section for further details.
Our Services

We offer full service (Traditional & Digital) NEXT LEVEL LASER FOCUSED MARKETING to a diverse range of clients in various industries. Some of our important practice areas are listed below.

**Corporate & Product Branding**
Review your brand strategy of how, what, where, when and to whom. Where you advertise, your distribution channels and what you communicate visually and verbally. We will laser focus your brand strategy to improve your image and profitability.

**Competitive Advantage & Profitability**
Use industry analysis tools for your business’s structural analysis: Porter’s Five Forces, the Value Net, and the Resource-Based View. These frameworks are valuable tools because they enable business leaders to **look toward** and **plan for the future**.

**Strategic Positioning in Markets**
Review the positioning strategy of your company. Whether you use the cost strategy or the differentiation strategy we provide you with extensive advice to **maximize profits** utilizing strategic positioning.

**Product Development & Managing Lines: Strategy and Tactics**
Explore various methods to produce the optimal price for your products. Review your cost structure in determining optimal price. We may suggest to change the shape of a product’s demand curve and even rotate the demand curve to **maximize profits**.

**Managing Supply Chain Threats and Opportunities**
Review your firm’s Efficiency and Vertical Integration of Goods and/or services. We may provide extensive advice on how your supply chain be re-organized and managed to improve your vertical relations management.

**Strategic Mergers and Acquisitions**
Review possible opportunities to merge or acquire, taking full advantage of economies of scale or other important efficiencies. We will advise on how to create synergies by creating market power or demand price concessions from their suppliers.
Our typical consulting process involves a specific set of activities required for achieving a Competitive Advantage. The process can be subdivided into several phases, maintaining a systematic and methodical process, proceeding from phase to phase, and from operation to operation. Our comprehensive marketing process is divided into seven phases. Discovery, Analysis, Reporting, Strategize, Implementation, Report, and Follow up.

**Phase 1: Discovery** – Get all data. Including interview employees at all levels. Current Marketing plans and running programs.

**Phase 2: Analysis** – Utilizing Marketing analysis tools identifying the biggest threats and finding the biggest opportunities and maximizing your Competitive Advantage.

**Phase 3: Reporting** – Document all of our findings and distribute to all key personnel who are privy to the information.

**Phase 4: Strategize** – Strategize with the firm to determine which recommendations to implement, alter, or abandon. Determine what resources are needed and come up with a specific plan of action to include weekly reporting. Identify, Align, and create ROI.

**Phase 5: Implementation** – Work with the management team to implement the new solutions. Help create new marketing systems, procedures, and policies to make sure these solutions are carried out 100% of the time.

**Phase 6: Report** – Review of everything that was done from start to finish. Problems, solutions, key people involved, expectations, and new systems, procedures & policies.

**Phase 7: Follow Up** – Follow up with organization at two different stages to check status. First follow up will be after 3 months of final report. We’ll make sure that you are getting the most out of the new solutions we’ve implemented, offer suggestions on best practices, and help you make any adjustments needed if there were any changes to your business that you did not anticipate. The second follow up will be after 6 months of final report. This should give enough time to allow the solutions to impact the business. We will also make sure that you have all the tools needed for your continued success.
When developing a marketing strategy, it’s important to determine whether or not your firm is positioned to achieve the maximum **Competitive Advantage**. But more than that, we must ask what makes the industry profitable in terms of its economic structure. Finding the answer to this question is why we create a structural analysis. More importantly, finding where your firm is positioned, and where your firm should be positioned to maximize opportunities and profits. Our comprehensive analysis may use up to six or more phases:

**Phase 1: Firm Positioning Analysis**
1. Porters 5 Forces
2. Value Net
3. RBV

**Phase 2: Product Development & Management**
1. Transforming market opportunities into a product
2. Understanding of customer needs
3. Develop continuous practices and strategies to better satisfy customer requirements to increase market share

**Phase 3: Product Positioning Analysis**
1. Cost Strategy
2. Differentiation Strategy
3. Combination Strategy

**Phase 4: Tactics of Pricing and Product Line Choice**
Balancing the Demand Curve and Optimal Pricing

**Phase 5: Managing Supply Chain Threats and Opportunities**
Efficiency and Vertical Integration
1. Efficiency and Vertical Integration
2. The "Make-or-Buy" Decision
3. Achieving Pricing and Brand Management Efficiencies

**Phase 6: The Strategy of Mergers and Acquisitions**
1. Building Market Power
2. Create Synergies
3. Make Changes in Management
4. Finance-Related Reasons

Creating Success!
**EZB Consulting** was founded by Erez Borowsky and stands for trusted corporate consulting with many years of experience and close client relationships. EZB consulting is a professional marketing consulting firm with expertise in traditional & digital strategies to engage customers and improve business opportunities. We work closely with companies to create and implement laser focused marketing strategies. We not only think creatively but analytically.

**EZB Consulting follows four main principles, which are the foundation and keys to our success:**
1. Independence
2. Objectivity
3. Competence
4. Confidentiality

Find out how these core values have helped hundreds of other clients achieve a competitive advantage and lasting success for their businesses.

Erez Borowsky brings a unique combination of strategic, tactical and behavioral skills to the organization in addition to his professional experience and education background: BA, Vanderbilt University, Cornell University – S.C. Johnson Graduate School of Management, Certificate, Business Strategy: Achieving Competitive Advantage, business development with small/medium corporations and innovative product development successes.

Capabilities include leveraging relationships with previous business experiences in Asia, Mexico and Europe to accelerate the development of new products and engineering services. These processes allow organizations to not only utilize these resources to manage costs/schedules, but also to open new markets. The Product Development pipeline and new releases reflect abilities in developing close working relationships with customers, understanding/implementing their needs while working cross functionally within the company to deliver products/services on time.

**We also have experience to deliver:**
- Recruiting/hiring a technical sales team
- Creating & implementing of a Strategic Partner Program
- Designing the analytics necessary to manage pricing structures and various channel partners
- Orchestrating the launch of an OEM strategy
Here's what people are saying about EZB Consulting.

Tod Sackett, Owner FareTec/Responder Products
I have worked with Erez as both a supplier and as a consultant and have always found his work to be top notch. He has a high degree of technical expertise and a professional work ethic. This makes him a superior candidate for many opportunities in various fields of endeavors. I would recommend Erez without hesitation to anyone looking to engage him in a wide range of capacities.

Brian Donowho, Director of Operations Brightleaf Power
Erez is an outstanding business leader. I had known and worked with Erez as a customer for more than a year before I was offered and accepted a position working directly for Erez at Upsite. Erez combines a very strong background in manufacturing technology, product development and business management with a natural ease in personal selling. His insights and leadership in market development and product strategy helped make Upsite a success. I am confident that Erez can make any business better.

Howard Blevins, Data Center Critical Facilities and Infrastructure Expert
Erez used his wealth of executive-level business experience to effectively drive sales and marketing, guide new product development, and re-shape a sales channel to align with corporate objectives. He was particularly strong at analyzing the financial impact of alternative courses of action on the corporate bottom line, which helped effectively guide decisions about new products, channels, and marketing activities. His business experience was particularly valuable in navigating the intricacies of VAR relations, where he could guide difficult situations to a win-win outcome for all parties.

The Dr. Steve Abrams Memorial Foundation - PetSavers, Inc. Phoenix AZ • Non Profit Organization
I have known Mr. Borowsky for over forty years and know him to be honest, ethical and of highest integrity, regardless of the task at hand. His vast experience ranges from professional sports to science; manufacturing to sales and his dedication to each and every one of his projects and clients is second to no one I have met. I would highly recommend him and his team to anyone seeking his services.

CMWorks, Inc., a poggemeyer company Las Vegas NV • Other
Erez is an extremely talented consultant. He is excellent at reviewing, analyzing and creating effective marketing plans with measurable goals. He is very effective in product development to execute the plan. Erez offers his clients great integrity and professionalism and treats each project with the highest level of commitment.

Lew Smith, Executive Marketing Director, Global Specialty Foams
I found Erez to be dedicated, knowledgeable, a self-starter and of particularly high character and moral fiber. I would recommend Erez, his integrity, intelligence and drive make him an ideal candidate and an asset to any organization.

Select Portfolio Management Aliso Viejo CA • Insurance
I know personally Erez Borowsky for over 23 years. I find him to be a man of integrity who’s consulting firm gives superior service in ALL he does. Thereby I recommend his consulting firm to anyone who want to establish a good and effective business for themselves.

Interactive Elements Inc New York NY • Transportation
Command of detail, resourcefulness, ability to think out of the box.

Rich Gleason, VP of New Business at ShipCom Wireless
I’ve known Erez for more than 25 years, he’s personable, trustworthy, smart and innovative. I heartily endorse doing business with Erez.
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