

## I. Background

This document is a transcription of the Navocate Consulting™ video titled: *Small Business Survival in a Global Economy and a Wal-Mart World*.

## II. Transcription

Hi. I'm Karl Buhl, president of Navocate Consulting, a management consulting firm that focuses on business development. Today's video is titled: *Small Business Survival in a Global Economy and a Wal-Mart World*. Let's take a look.

The subject of today's video is *Small Business Survival in a Global Economy and a Wal-Mart World*. So how do local and regional companies compete nationally? One of our clients, in the healthcare linen and medical laundry sector, had just such a problem. One of the fastest-growing segments of their business was transitioning from local business to national in scope. Consequently, instead of local surgery centers doing business with the local medical linen companies, large national surgery centers came in and started taking this business away. The problem was that the buying decision was being made outside of the local market, and our clients could not compete nationally because of their small footprint. In most situations like this the local companies just simply lost the business.

Not in this case, however. To help these companies remain competitive Navocate Consulting developed a five point strategic plan.

1. First, Navocate Consulting designed and conducted research to understand and validate the concept from real consumers and real-world users.
2. Second, Navocate Consulting conceived and implemented a business development plan with a sustainable business model, which included structuring a joint venture which allowed us to create a foundation to build the business.
3. Third, Navocate Consulting created the brand name and managed the development of the graphic identity.
4. Fourth, Navocate Consulting crafted a marketing plan to cost-effectively target the national business opportunity; and also we created marketing materials to support the local affiliate businesses—not only in the national marketing their regional marketing as well.
5. Finally we secure a business review letter from the Department of Justice stating that MEDtegrity was in fact procompetitive—which is what the Justice Department wants to see.

This provided two critical strategic advantages. First, it created a safe harbor within which to discuss network pricing, free from the antitrust concerns. Secondly, it discouraged competitors from pursuing an antitrust remedy using costly legal proceedings.

This plan enabled our clients to create a new multimillion dollar business—as opposed to going out of business. Subsequent videos will discuss each of the previous five strategic elements.

Navocate Consulting is a management consulting practice focusing on strategic business development, which we define as identifying, planning, and managing your company's growth. Find us at [www.navocateconsulting.com](http://www.navocateconsulting.com)

Thanks for watching