

CAPABILITIES

The true assessment of the capabilities of any consulting group is the array of services and experiences it can draw from to offer to a prospective client. G. BERNARD YEVIN & ASSOCIATES is experienced in each of the following areas and is available to provide them to your organization. If your project needs require highly specified professional capabilities, G. BERNARD YEVIN & ASSOCIATES maintains an active network of experienced talent "at the ready" to move your project forward to the next level. We will be pleased to discuss your situation or project and identify where our capabilities align to determine the best fit of services to meet your immediate needs. Our capabilities include, but are not limited to, the following Marketing services.

Marketing Research:

- Qualitative Research Studies:
 - Focus Group Studies
 - In-Depth One-on-One Perceptive Interviewing
- Quantitative Research Studies:
 - Online Survey Research
 - Phone Survey Research
 - Mail Survey Research
- Data Mining
- Competitor Assessment
- Competitive Intelligence
- AIO Studies
- Customer Satisfaction Studies
- Image and Attitude Analysis
- Niche Market Identification

Product and Brand Management:

- Brand Name Identification
- Life Cycle Management Strategies
- Brand Re-Marketing
- Brand Re-Positioning
- Brand Management Strategies

Strategic Marketing Planning:

- Market Plan Development (Domestic & International)
- Marketing Project Management (Domestic & International)
- Channel Strategy Management (Domestic & International)

Marketing Communications:

- Advertising Strategies Development
- Promotion Strategies Development
- Key Communication Message Development
- Media Mix Strategies Development
- Online & Social Media Marketing Strategies Development

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International Marketing:

- ***“Doing Business Abroad”*** Orientation and Training
- Import – Export Opportunity Identification
- Import – Export Strategy Development
- Foreign Market Entry Strategy Development
- Market Specific Cultural Orientation

Clients Have Included:

- Fortune 500 Companies
- Small to Medium Size Industrial Product Manufactures
- Consumer Products Manufacturers
- Retail Organizations
- Healthcare Organizations
- Municipalities
- Colleges and Universities
- Professional Practices

Brief Bio:

The Principal, G. Bernard Yevin, holds the B.S. Degree in Zoology and Psychology and an MBA with an emphasis in Marketing. Yevin's career is built upon a blend of experiences in Industry and Higher Education. He has spent numerous years in industry working in various Marketing functions in the Industrial Manufacturing, Industrial Chemical, and Pharmaceutical Industries as well as in Marketing Research and Marketing Consulting. In Higher Education, he has worked both as an educator of Marketing and an administrator. Currently, Yevin is Dean of the Business & Information Technologies Division of Forsyth Technical Community College in Winston-Salem, North Carolina. G. BERNARD YEVIN & ASSOCIATES is located in Greensboro, North Carolina and can be reached at Byevin@triad.rr.com or 336.282.0120.

CLIENT LIST

Our expertise is drawn from working with these Clients across Education, Business & Industry:

HIGHER EDUCATION:

Alma College (MI)
Drake University (IA)
Central Pennsylvania Business College (PA)
Great Lakes Junior College (MI)
Harrington Institute of Interior Design (IL)
Rockhurst College (MO)
Jamestown College (ND)
Harcum College (PA)
Saint Louis University (MO)
Saint Louis College of Pharmacy (MO)
Schenectady County Community College (NY)
Saint Mary-of-the-Woods College (IN)
Henry J. Kutsch College of Nursing at the
Ravenswood Hospital Medical Center (IL)
Sisters of Saint Joseph of Carondelet (MO)
Council of Colleges of Acupuncture and
Oriental Medicine (MD)
Lipscomb University (TN)
Virginia Intermont College (VA)
Lincoln Christian College & Seminary (IL)
Laurel University (NC)

BUSINESS & INDUSTRY:

General Electric – Automated Services
Engineering Division (IL)
Hysan Chemical Corporation (IL)
Chapstick (VA)
Dryden Press (TX)
City of Oak Park (IL)
AutoData Systems (MN)
Educational Surety, Inc. (MO)
Blair Products, Inc. (VA)
United Way of Rockford (IL)
Target Marketing, Inc. (MO)
Zuk-Lloyd Associates (IL)
Best Buy, Inc. (MN)
Community Convalescent Center
of Naperville (IL)
Greensfelder, Hemker & Gale, PC (MO)
St. Benedict's Parish (IL)
Corcoran Communications (IA)