

## ***CORPORATE STRATEGY AND IMPLEMENTATION***

### ***Veterinary Market Strategy***

#### **Background**

- Early stage dot.com Company in the veterinary customer relationship management (CRM) field wanted to develop a winning strategy.

#### **Challenges**

- How to scale customers and reach critical mass in a crowded highly competitive market.
- How to create focus within a highly creative, yet inexperienced management team.

#### **TCG Approach**

- Identify internet-based service products that provide high value to veterinarians and pet owners.
- Leverage the platform by building databases with valuable content and sell this information to animal health companies.
- Improve focus via TCG's interim leadership of the company.

#### **Results**

- A TCG partner served as interim president of the company.
- The company grew into a leading position in its market segment.

#### **Value to Client**

- Company acquired in an 8-figure transaction - subsequently tripled in size in 3 years.