

Case Study 1: Nardus – Strategic Business Assessment & GTM Roadmap

Focus: Operational Audit & Market Entry Strategy

- **The Challenge:** Nardus possessed significant technical strengths, including proprietary technology and high-quality products like Lemongrass Oil and Black Soap. However, my assessment revealed a “Brand Silence” gap: the organisation had strong internal competence but lacked a structured Go-To-Market (GTM) strategy, had limited financial resources for strategy changes, and was not effectively broadcasting its identity to external stakeholders.
- **The Intervention:** I conducted a comprehensive forensic audit of the organisation’s health, value chain, and competitive position. I identified that while the internal culture was motivated, there was a critical disconnect in Brand Communication and Non-customer Assessment.
- **The Recommendations:**
 - **External Identity Broadcast:** I recommended an immediate shift from internal R&D focus to active market communication to increase stakeholder engagement.
 - **Strategic Resource Allocation:** I identified high-leverage points in the value chain to maximise the impact of limited financial resources, focusing on the 25–54 age demographic.
 - **GTM Roadmap:** I provided a roadmap to move from a “technically competent” firm to an “acknowledged market leader” by addressing the lack of active customer retention plans and systematic product reviews.
- **The Result:** A clear, actionable strategic framework that transitioned Nardus from a product-focused entity to a market-ready brand capable of competing with low-cost foreign alternatives.