

Module · Service strategy & business model

From cost centre to revenue driver: we clarify where your service stands, where it wants to go and how it makes money – with target picture, business model, service P&L and roadmap.



DURATION

4-8 weeks · 4 consulting days



LOCATION

At the customer · kick-off also online



PRICE

CHF 5'900.- flat rate



BILLING

CHF 900.- deposit on booking

What it's about

Many service organisations have grown, not been planned. A shared picture is missing: what role does service play, how does it make money, what are the goals in three years? The module creates that foundation.

Who it's for

CEOs and heads of service who want to realign the service strategically or run it as a profit centre.

Your benefit

- Shared target picture for management and service
- Clear business model: what, for whom, at what price
- Service P&L: transparency on revenue, costs and margin
- Roadmap with milestones and KPIs

Prerequisites

- Decision-maker present at kick-off and handover
- Core team (3-6 people) and financial KPIs for the two workshops
- Documents and KPIs, where available

How it works

- 1 Kick-off 2 h (bookable directly): goals, scope, participants, dates
- 2 On-site analysis (½-1 day): documents, KPIs, conversations
- 3 Workshop 1: develop the concept with your team
- 4 Workshop 2: elaborate, validate, decide
- 5 Handover 2 h: results, implementation plan, next steps

Included

- Kick-off 2 h, on-site analysis, two workshops, handover 2 h
- Maturity analysis: people, processes, systems, culture
- Vision, mission and strategic service goals
- Business model, service P&L and roadmap

Deliverables

- Strategy document with target picture and business model
- Service P&L model (Excel)
- 12-36 month roadmap with KPI set
- Presentation for executive board and team

Not included and options

MC-BER-111	Module kick-off: deposit on booking, credited	CHF 900.-
MC-BER-020	After a Deep Dive the kick-off is not needed	-
MC-BER-030	Additional consulting day	CHF 2'200.-
MC-ZUS-010	Travel outside the region	at cost

Book the module kick-off directly

Choose a date for the 2-hour kick-off and pay the deposit. Workshops and handover we plan together.

www.maroisproject.com/en/appointment/modul-kickoff-2-h-3

