

Business and strategy consulting

The essence of strategy is choosing what not to do.

- Michael Porter

A vision without a strategy remains an illusion

Fynch follows a structured approach focusing on fact-based analysis and hypothesis testing. Our goal is to deliver tailored, actionable solutions focused on long-term impact. We work closely with client teams to ensure alignment and effectiveness. Our continuous learning approach ensures we test our hypothesis quickly and iterate accordingly.



Business plan development



Vendor management



RFP/RFQ support



Feasibility study

Key activities

1 Client engagement & alignment

Understand objectives: Conduct initial stakeholder interviews to understand business objectives and challenges.

Strategic planning: Define business objectives, strategies, and KPIs using frameworks like OKRs and Balanced Scorecards.

2 Research and problem solving

Hypothesis development: Develop initial hypotheses to guide the analysis.

Data collection and analysis: Collect and analyze quantitative and qualitative data using analytics and dedicated tools such as Tableau and Power BI.

Market analysis: Conduct comprehensive market research to identify trends, opportunities, and threats.

Competitive analysis: Perform SWOT analysis and competitive benchmarking to understand the competitive landscape.

Root cause analysis: Identify underlying issues using techniques like Fishbone Diagrams and the 5 Whys.

3 Collaborative solution development

Engage client teams in workshops to co-create solutions. Validate solutions with subject matter experts and refine based on feedback.

Solution design: Develop strategic solutions and action plans using best in class frameworks.

Financial projections: Develop detailed financial models and projections.

Technical feasibility: Assess technical requirements and capabilities using tools like Microsoft Project.

Operational feasibility: Evaluate operational processes and resources needed for project implementation.

Economic feasibility: Analyze cost-benefit scenarios and financial viability using financial modeling tools.

Operational planning: Outline operational processes and resource requirements for achieving business goals.

Implementation planning: Create detailed implementation plans with timelines, milestones, and resource allocation.

4 Optimization using data

Engage client teams in workshops to co-create solutions. Validate solutions with subject matter experts and refine based on feedback.

Human performance: Identify & optimize human resource KPIs or OKRs by using industry specific metrics and best practices.

Process performance: Assess business analytics and reorganize key processes with direct or indirect impact.

Data Analytics: Analyze data from all tools, technology & machinery employed to drive growth.

High level outcomes

- Deep understanding of client goals and pain points.
- Clear scope and defined objectives for the consulting engagement.

- Data-driven insights into business issues.
- Market and competitor overview.
- Fact-based recommendations grounded in rigorous analysis.

- Tailored solutions that address unique business challenges.
- Detailed financial models.
- Detailed feasibilities and project plan.
- Client buy-in and alignment on proposed strategies.

- Real-time tracking of impact and performance.
- Ongoing improvements and sustained business success.

Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

[Book a consultation](#)

