



MM CREATIVE
SOLUTIONS

Introducing MM Creative Solutions

MM Creative Solutions (MMCS) is a UK based independent company providing specialist management consultancy services for the nuclear sector. MMCS was formed in 2015 and is driven by Managing Director Monica Mwanje who has over 13 years' experience in the nuclear and defence sectors.

At MMCS our core focus is simple, we want to help your business grow and achieve its potential. We appreciate the challenges a growing business faces; so we offer tailored solution packages to help you successfully achieve your goals. Utilising our nuclear industry experience this is delivered, in partnership with you, in the following key areas:

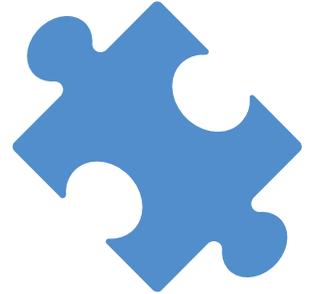


We want to become your trusted partner, so that together we grow.



MM CREATIVE
SOLUTIONS

MM Creative Solutions – Market Entry Case Study



Client: MSS Group

Project Background:

MSS Group was keen to understand the potential range of opportunities within the civil nuclear sector that might fit with its specialist asbestos consultancy and removal skills. MSS Group commissioned MM Creative Solutions to identify possible markets within the nuclear sector for its services.

Results

The scope of work was undertaken by lead consultant Monica Mwanje who delivered a short market intelligence report that:

- ✓ Identified and assessed a range of suitable opportunities and indicated the associated timeline
- ✓ Identified routes to market
- ✓ Identified strategic relationships that would assist with market entry
- ✓ Provided actions and next steps to enable MSS Group to further develop and inform its strategy.

Client Testimonial

“I recently commissioned Monica to do some work on our behalf in opening up new markets for our products and services. From the outset she was conscientious, hardworking and a good listener. As a result, she delivered the brief on time and to the letter. As a result of her work we were able to arrive at some decisions quickly and with evidence to support them. I'd be very happy to work with Monica in the future.”

Bill Mayne, CEO MSS Group, March 2016.

Bid Strategy, Bid Management & Bid Writing Capabilities

- ✓ Our personnel have experience of interpreting bid requirements, reviewing them against a number of key factors and utilising the outcome to inform the bid / no bid process.
- ✓ We have developed a winning formula to bid writing: understand the requirements, understand who'll be reading it and subsequently deliver the proposal.
- ✓ Our personnel have experience of the successful management of a number of bids for nuclear and highly regulated projects.
- ✓ We also have experience of post bid reviews and the development of improved bid response material.



Client Testimonial

“Monica has been a great resource to supplement our in-house team. She knows and understands the Nuclear Industry which enables her to have great insight into a client’s needs. She is driven, bright and committed, she also has no fear in chasing people, which is great in a bid! She is a pleasure to work with and we can’t recommend her enough.”

Confidential Client, Testimonial Received October 2016

“MM Creative Solutions provided us with an excellent quality, flexible bid production service supporting on the bid management and bid writing. MM Creative Solutions also provided high calibre editorial and graphics support at short notice, at a competitive price. We can definitely recommend the service and will continue to use MM Creative Solutions to support bid strategy, development and production.”

Confidential Client, Testimonial Received March 2017

We have helped our clients to deliver successful proposal responses for nuclear and defence projects.



MM CREATIVE
SOLUTIONS



Marketing strategy development & implementation

MMCS' personnel have developed and delivered marketing content that has been utilised for: technical, engineering, project, sales and recruitment purposes in the nuclear sector.

- ✓ Central to our approach is understanding who will receive the message and how it might be interpreted. We apply the following criteria to the message we create:
- ✓ Clear – Is the language understandable? Is it jargon free? (Or if unavoidable, is the jargon explained?)
- ✓ Considered – does the message include the information the reader/recipient will be looking for?
- ✓ Concise – does it get to the point?

Summary

Our nuclear sector business development and marketing expertise has enabled our clients to further develop their businesses.

MMCS has:

- ✓ Identified suitable contract opportunities
- ✓ Identified and supported the development of strategic relationships
- ✓ Developed and delivered marketing activities to successfully raise our clients' profiles with their desired target market.

For further information, please contact:

enquiries@mmcslimited.com

www.mmcslimited.com



[@mmcslimited](https://twitter.com/mmcslimited)