



Do you know your MAIN market?

The MAIN Group can help you broaden and grow into new exciting markets with support both domestically and internationally



Who We Are...

MAIN is a group capable of delivering varied but complementary services to propel your business towards your ultimate goal; Success.

We provide insights, information and guidance that will serve your company well, both on a tactical level and strategically. We are not 'Consultants', we don't just hand you recommendations, smile, and put our hand out. We can support you from the minute a business idea begins to germinate in your mind to the final moment when you actually sit back for the first time, take a breath and realize that everything is working.

The most important ability we possess is versatility in support of our clients. Using MAIN means you will never be shunted into a generic process but will rather select and pay for only those services that your company requires.

Think of us as your virtual Sales & Marketing Department with the unique ability to actually execute our ideas.

The MAIN People...

MAIN International is lead by people of vision, reach and experience. Our people have travelled the world, learning what business and marketing strategies work and which don't, all to better help launch companies into new markets while steering them towards success.

We guide organizations safely through the dark, unfamiliar terrain of the global marketplace. Our extensive experience and unrivalled insight into the vagaries of the business world will provide your company with an unbreakable foundation to build on. Let MAIN People do the heavy lifting for your company.

MAIN provides a full suite of business services that are available globally



MAIN[®]

A group of experienced professionals with unique insights, dedicated to propelling your company to the next level.

MAIN[®]

Business Transformation Specialists

416-245-5115
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London • Shanghai • Toronto

Who is your MAIN competition?

The MAIN Group can provide in depth research capabilities ensuring you always know who and what you're up against



The MAIN Difference...

MAIN is capable of incredible flexibility. Our team can assist you throughout your entire business experience, from beginning to end, or with equal dedication, offer the select services you need. If you require our marketing expertise but are confident that you possess a rock-solid business plan, we can step in to create brilliant collateral material for your company and then assist you with the implementation. You only pay for the services you use. Our ability to conform exactly to our clients' requirements is what makes MAIN stand out from the others.

Our unique, adaptable gating system ensures our clients select and pay for only those services they require.

We have a method, and although companies may need completely different things from MAIN, we always have a concrete process. We make sure your plan is always under control, guided towards specific goals and importantly, it's always easy to manage and measure results with MAIN.

Are you sure of your MAIN goals?

The MAIN Group can work with you to create strong and measurable business and strategic plans

The MAIN Process...

Gate 1 – The Scope

Initially, MAIN partners will work with you to determine exactly what the scope of our involvement with your company will be and we'll discuss exactly what you expect to gain from our service before moving forward.

Gate 2 – The Gathering

Next we determine, through extensive and detailed research, what your market looks like and exactly where we believe inroads can be made as well as determining an effective marketing strategy.

Gate 3 – The Plan

MAIN will assist you in the creation of a strong, sensible business plan or if you already possess one, we'll put it under a microscope to ensure it is viable and indeed, rock-solid. MAIN will provide you with a measurable "dashboard" detailing all strategies, objectives and initiatives needed to push your business forward.

Gate 4 – The Creative

Now we can get down to the nitty-gritty by sending all our information over to the left side of MAIN's brain - our creative team. They'll create a brand to propel your company towards the overall objectives we had earlier settled upon.

Gate 5 – The Delivery

The next step is as simple as one word: execution. Through all of the previous steps we introduce you into the marketplace and make sure the consumer is aware of it.

Gate 6 – The Examination

Finally, MAIN meets with you after the completion of our plan to complete any necessary tweaks to ensure everything is running perfectly.

Has your MAIN message been received?

The MAIN Group can optimize your brand strategy and provide world class creative support wherever you wish it to be

MAIN For Small Business...

Your company is doing well but you want to reach the next level. The problem is you're not sure what steps will get you there. MAIN will help. Are you interested in increasing your product line or is geographical expansion the way forward? MAIN can step in and assist you in determining what your most effective route will be. Through extensive research capabilities and experience-driven insights, MAIN can guide your business through the often risky process of expansion or consolidation.

MAIN For Medium Sized Organizations...

One of the primary reasons MAIN was created is because of the lack of assistance available for small to medium business. There are certainly companies that offer strategic planning services but the problem is they are utterly focused on guiding massive corporations and large multinationals for the simple reason that only huge companies can afford to pay the fee. Either they are prohibitively expensive or they simply won't take your call. MAIN fits your business and we specialize in assisting small to medium sized businesses get over that big hurdle and take the next step.

MAIN For Global Partners...

Our people have spent decades successfully navigating the international marketplace. It is not only familiarity with the international scene that sets us apart, but also the intimate knowledge that comes from working in a wide range of business sectors. MAIN people have successful track records in both start-ups and the running of Fortune 500 organizations in sectors as diverse as Telco, Software, Life Sciences, Banking / Financial, Manufacturing, Food and Beverage and Entertainment just to name a few. MAIN's extensive experience will give your company the vital edge it needs when expanding globally.

What Is It You Wish To Do?

With MAIN's global reach, you can be assured we will cover all aspects of your business...Anywhere!

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