

# Marketing & Sales Outsourcing Solutions Tourism & leisure

Most companies already **outsource** a portion of their vital functions: advertising, training, IT, logistics. However, what about sales & marketing: relationship marketing, lead management or customer analytics? Increasingly, expertise in these and other areas like organizational change, quality management, lies outside their own walls. More and more companies are turning to external partners for outsourcing a new wave of expertise.

The benefits to business include **cost savings and improved quality & performance**. Additionally, many firms lack in-house analytical skills, even though those skills are becoming more important than ever in an age of one-to-one marketing, cost management efficiency where there is little place for doubts. Outside proven expertise is therefore needed as the decision making process needs strong assessments and qualified knowledge.



**Brings about and maintain the right positioning** for your products & services and their constant adaptation to the market along the years.

**Contributes to your projects** with thirteen years of intimate experience of the Mauritian Tourism Industry and a privileged relationship with Tours Operators, journalists and various stakeholders in the key and emergent source markets.

**Enhances the visibility of your products & services** to achieve the right exposure to the right customers at the right place.

**Improves bottom line** through costs savings and improved quality.

## flexible solutions for your specific business needs



Ideal Consult is dedicating the time needed by companies willing to value skills outside their organizations. While providing support in the Tourism & Leisure sectors as a specialist, Ideal Consult offers a platform where the potential of synergy is determinant. You can avoid losing a precious time training new staff, proceeding by trial and error and thus taking immediate benefits from a global expertise and a proven track record to guide you along your development plans.

The most efficient outsourcing arrangements are the ones who find their source in partnerships, and where the value created together is genuinely seen as shared value.

Such projects require a long-term vision whereas we are working together towards the same goals.



passion  
that  
works



Mauritius Reunion Madagascar Rodrigues Indian Ocean

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