

Project Summary

This consultancy project was commissioned to examine Seva driving schools current strategic position as well as its marketing capabilities.

The driving school industry is extremely saturated with most firms offering generic services. Therefore, to differentiate their services each firm has put forward various strategies that capture the target audience and as such allows the firms to gain a competitive advantage within the industry.

The KBC team provided consultancy with regards to the business and e-business strategies for Seva driving school, based in Reading. This began by redefining the way Seva operates on a day to day basis, to designing and identifying a strategic road map in relation to costs. Whilst this improved the business operations, the team implemented an IT solution for Seva, which included the development of a website and a DBMS. These business enablers have allowed Seva to enhance its position by establishing itself within the e-business community.

By the time the project had gone Live, Seva driving school was already attracting and converting consumers through the Internet. In conclusion, the KBC team would like to thank Seva driving school for providing a project, which not only improved the firms' business position in 9 months but also gave the KBC team a sense of achievement due to the enormity of the project.