

# Value proposition essay sample

[Finance](#)



Our value proposition rests on an unrivalled package of strategic, transactional and financial advisory services, uniquely linked with independent judgement and deep industrial/commercial insight. Our reward is not “ transaction-based”, so we can maintain genuine objectivity in our client’s long-term interest. In negotiating and carrying out an engagement for a client, we participate fully in the client’s corporate thinking, and take into account not just the immediate value and impact of the project, but its context and implications over a longer period of time. We work closely with management and other advisors, such as major investment banks, to leverage and complement their knowledge and ensure maximum impact. We try to foster senior management’s commitment to our recommendations and actively support implementation and skill building.

Why:

- 1) No quantifying facts
- 2) No differentiating factors mentioned from their competitors India.

Tradeford. com:

Why:

- 1) No target segment mentioned
- 2) No point(s) of differentiation
- 3) No quantifying facts

The Good ones:-

VMWare:

For IT organizations wrestling with the high cost and inflexibility of the old “ one server, one application” model, VMWare can improve the efficiency and

availability of IT resources and applications through virtualization. About 70% of a typical IT budget in a non-virtualized datacenter goes towards just maintaining the existing infrastructure, with little left for innovation. VMWare can free your IT admins from spending so much time managing servers rather than innovating. An automated datacenter built on the production-proven VMware virtualization platform lets you respond to market dynamics faster and more efficiently than ever before. VMware customers typically save 50-70% on overall IT costs by consolidating their resource pools and delivering highly available machines with VMware vSphere. Why:

- 1) Mentions target customers problems that it solves
- 2) Range of cost savings mentioned
- 3) Problem is quantified

Made-From\_india. com:

Why:

- 1) Clearly shows its differentiating factor
- 2) Makes the communication clear