

PUM experts support businesses with hands-on advice in communications, marketing, and sales. They assist in turning strategy into action through tailored strategies and plans, aligned with company goals based on well-defined product or service positioning, always in close collaboration with entrepreneurs.

Marketing & Sales Consultancy

In competitive and evolving markets, marketing and sales are not a luxury, it is essential for survival and growth. Standing out means more than just offering good products; it's about understanding your customers, reaching out to them effectively, and building trust. With the right strategies, all businesses can carve out their space, grow sustainably, and create lasting impact in their communities.

Marketing consultancy is a crucial skill concerned with anticipating the customers' future needs and wants, often through market research. It covers a wide variety of activities including strategic communications planning, public relations, marketing, sales, advertising and branding. Businesses with limited resources may choose to engage only in a few of these activities. This makes effective communication and marketing for these types of businesses even more important.

PUM experts support businesses by collaborating on translating corporate strategies into operational communication and marketing plans for SMEs in our core sectors. Such plans may focus on corporate objectives, or support the market positioning and categories of specific individual products. Our experts can advise on the use of traditional and technology-enabled marketing communication tools and assist in building the conditions for their successful introduction and implementation.

Our vision is to empower SMEs to grow sustainably by strengthening their marketing and sales capabilities. By that we mean supporting them in defining their unique value proposition, connecting with the right customers, building strategic plans and business development skills. Through training, marketing plans, market insights research and collaborative partnerships, we assist in creating a more resilient local ecosystem. We aim for businesses to strive not in isolation, but as part of a stronger and more connected chain. Our goal is not quick-fixes, but long-term impact driven by purpose-led strategies, grounded in deep understanding of local contexts and customer needs.



Lulama City Cycle Industries

Sri Lanka

"We are immensely grateful to have had the opportunity to work with Mr. Richard, a distinguished marketing expert from PUM. His invaluable guidance has been a beacon of light on our journey towards marketing excellence. On behalf of everyone at Lumala thank you for your invaluable support and wisdom. We look forward to a continued relationship and to making the most of the lessons you've imparted."

Areas of expertise

Strategic Marketing & Branding

- Marketing strategy development
- Branding and positioning (B2B and B2C)
- Market research and product evaluation
- Marketing planning and implementation

Communication & Promotion

- Corporate communications (internal and external)
- Product promotion and public relations
- Advertising and campaign development
- Service information and customer contact (incl. call centres)
- Mass media engagement (radio and television)
- Public affairs and stakeholder engagement

Sales & Customer Engagement

- Sales strategy and planning
- Personal selling and direct marketing
- Sales promotion and loyalty building
- E-commerce strategy and implementation
- Online marketing and digital channels