

ABSTRACT

Exxelo Solutions was an IT consulting and staffing firm in Europe that provided IT consulting and staffing services to businesses and managed IT service providers. They provide a variety of on-demand and contract-based IT support services with a 24-hour response time. They had a team of certified engineers devoted to ensuring that the customer's system was constantly up and running and meeting the demands of the customer's company and its users. They specialize in assisting firms in promptly locating competent IT personnel for single contract consulting assignments, full-time roles, or a big team of IT specialists. Because of their extensive network of skilled engineers, people did not have to turn to conventional headhunters to cover IT skills shortfalls.

Exxelo Solutions was mainly not focusing on market research to gather new insights to enhance its marketing strategy to enter the Belgium market. Thus, to attract more clients, Exxelo had to discover more about how to research the market in the future. For example, Exxelo solutions want a clear plan for the 4ps market research. This research aims were to hand an advisory report to Syed A Gilani and to give a recommendation to Exxelo Solutions about the marketing strategy to enter the Belgium market and improve the Exxelo Solutions in the future. The methods to determine Belgium's IT solutions business environment, industry attractiveness, and level of competitiveness. The researchers employed Porter's 5 Forces. The company's readiness to improve its marketing strategy to enter the Belgium market was analyzed and reflected in its internal situation analysis.

Based on the literature review conducted by the author, there were three typical marketing strategies carried out by start-up companies engaged in the IT industry. The three characteristics of the strategy include saving on cost, focusing on core business, and scalability. These three strategies can be applied to Exxelo, but to provide a marketing strategy to enter the Belgium market that was right on target, Exxelo must adopt a unique strategy. Exxelo decided to use 24-hour service as a company advantage. Five advantages were offered by using a 24-hour service strategy: improved retention and customer relationships, more sales, gaining customers from different time zones, boosting productivity, and increased professional reputation. Using the marketing mix 4ps strategy, Exxelo Solutions had a decent idea of how much it would cost to sell their new business market in Belgium and service to their target consumer. If this marketing plan is implemented, if they want to strengthen the market, Exxelo Solutions might emphasize certain elements based on the analysis: product, price, promotion, and place. Also, since they had been provided 24/7 service as their excellencies, they must improve their promotion to showcase their 24/7 service.

Keywords: Enter, Exxelo, Market, Plan, Strategy