



Bradshaw & Co. Business Consulting

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Info @BradshawandCo.com

Based in Los Angeles, yet effective nationwide

Specializing in Marketing, Personal & Business Development and Organizational Improvement

Come to us for Answers! We create Solutions!

Unique Selling Proposition (USP)

A (USP) Unique Selling Proposition is similar to your Brand; it is how you differentiate yourself from the competition in the marketplace. It has an appealing benefit that favorable sets you apart from others. Your long term success is hurt or helped by your USP or Brand.

Our USP:

Using Bradshaw and Co. Business Consulting, will take your business farther and faster based on our experienced team. Which is a huge database of strong industry specific contacts; along with a network of Subject Matter Experts (SME's) dedicated to your success!



The following individuals and types of companies have used our management consulting, marketing, business development and/ or organizational improvement services.

- Branding of Individuals e.g., athletes, Olympic gold medalists, national economist, Corporate Citizenship Consultant, city councilmen, authors, fine artists, businesspeople and business owners, attorneys, salespeople, & individuals looking for personal and career guidance.
- Car washes
- Coffee Shops/Mobile Coffee carts/ Restaurants
- Commercial Photography
- Dance Studios
- Dating Services
- Doctors and doctor's offices
- Entertainers e.g., actors, comedians, models, poets
- Entertainments companies
- Executive Recruiter/ Headhunters
- Exercise Physiologists and other exercise trainers
- Flash, Animation and other web development companies
- Interior and Landscape Designers
- Internet companies and Secret Online services
- Limousine companies
- Marketing Companies, speakers bureau's
- Movie/TV & Documentary Production companies
- Pet products
- Politicians, Council Members & Candidates, Mayor Pro Tem,
- Printing companies
- Product Inventors
- Publishing companies
- Real Estate companies and agents, Mortgage companies
- Retail e.g. Furniture store, Gourmet Food, etc.
- Salons/spas
- Senior Citizen Care and services
- Talent Agency
- Travel & tourism industry
- Various non-profits
- Wedding Industry, e.g. Destination weddings, invitation manufacturers

Most of the work was related to specific categories of interest to that client. In some cases, Market Research Data and Category Management information from Nielsen and others was used to analyze and react to the individual situations. In others, we performed the market research internally.

Please contact Bradshaw & Co. @ 866-219-8558 or

Info@BradshawandCo.com, for more detailed information on how we can help your business succeed. Fees are by retainer, hourly or based on each project.

