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DOUGAL MG
& ASSOCIATES

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Service Formats

We offer our services in 5 formats:

a) Request

This is something we do for you, for example developing the software solution or designing a survey.

b) Collaboration

This is something we do **with** you. We may do most of the work, but your participation and input is necessary and essential. Examples include reviewing your business model and going over the list of needs your solution has to address.

c) Workshops

In-person or video-call sessions where we guide you through a **step-by-step exercise** or **process**. These exercises are often tools and methodologies we have developed ourselves, or existing tools you may find out there, or a combination of both. For example, the Business Team Building & Development service includes a series of quizzes, questionnaires, and exercises designed for you and your team to identify your strengths and weaknesses, where each individual team member builds a profile. Workshops may extend over multiple sessions, as exercises often require you and your team to take “homework”.

d) Assignment

This is something you take as “homework” and which is typically either associated to workshop exercises and/or is something we need you to take care of in order for us to fulfill one of your requests. For example, we may design a survey for you to then go and survey 300 of your customers and then come back with the data so we help you analyze it. (you may survey your customers yourself, or we may recommend a surveying service you can employ)

e) Consultation Hours

In-person or video-call sessions where you ask us questions and/or we ask you questions, and discuss specific topics. We offer consultation sessions on almost every topic / service listed.

SOFTWARE

Software is an essential part of any business in the 21st century.
Our dual expertise in both software and business, allows us to better translate your business needs into software solutions that make sense for you.

Software Categories

We offer our Software Solutions in 6 categories:

- a) Web**
This category includes websites, web apps, web portals, CMS, and SaaS platforms. Our primary web development tools are PHP, JavaScript, NodeJS, .NET and MySQL, but we do work with other tools such as Ruby on Rails, Python, MongoDB, or whatever is required.
- b) eCommerce**
Includes development and integration with WooCommerce, Shopify, and Magento.
- c) Native**
Includes native mobile apps (Android & iOS), as well as native desktop apps (Windows, MacOS, Linux). Among the tools used for native development are C++, C#, Lua, .NET, Objective-C, Swift, and Kotlin.
- d) Hybrid**
Hybrid apps, done with tools such as React Native, Ionic, Flutter, and Xamarin.
- e) Immersive**
This is category includes video games, interactive simulations, and VR and AR. Among the tools used are C++, C#, Lua, Dart and .NET.
- f) Custom**
This category includes software made for custom or proprietary hardware such as jukeboxes, robots, custom interfaces, etc.

Important Notes:

- * Availability of development for some categories may be limited, inquire with us to find out if the service is available.
- ** Service format and deliverables may differ or not apply to all the software categories listed.

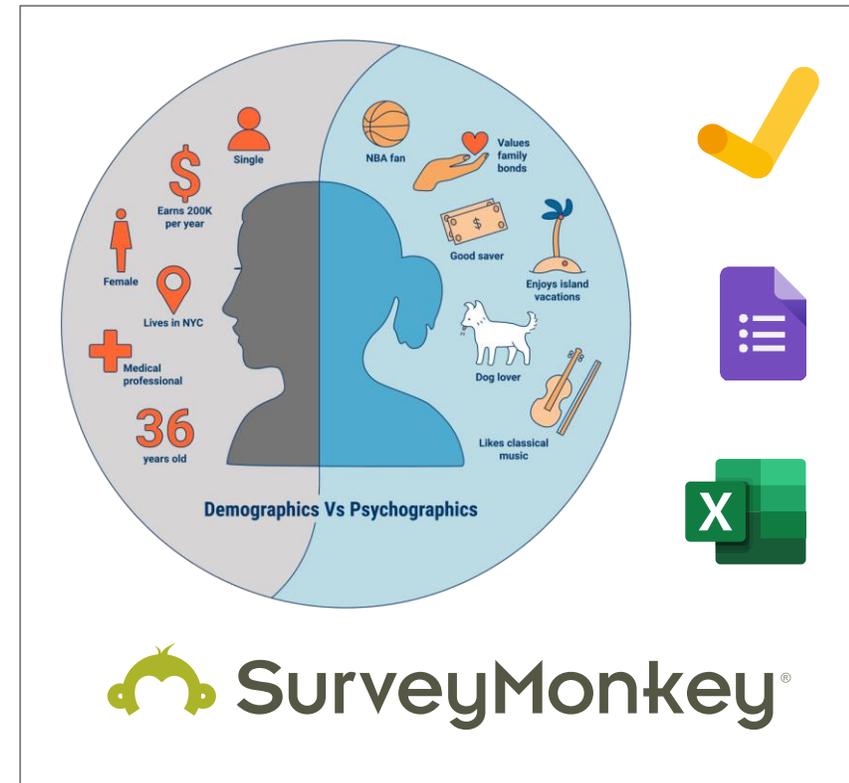
UX Research

About

Research is a critical part of the development or improvement of any solution. Whether you need to do research before, during, or after development, we have talented and experienced researchers in our team who can help you. This service focuses on understanding who your target audience is, what are their needs, and ensuring you are delivering a solution that makes sense to them. This includes B2B and internal company solutions with your own employees and staff or affiliates.

Deliverables

By the end of the service you will have a **UX Research Report** detailing the results of the surveying and interviews, and including **User Profiles** describing key attitudes, interests, and opinions of your target customers, as well as recommendations on how to design and deliver your product so customers like it.



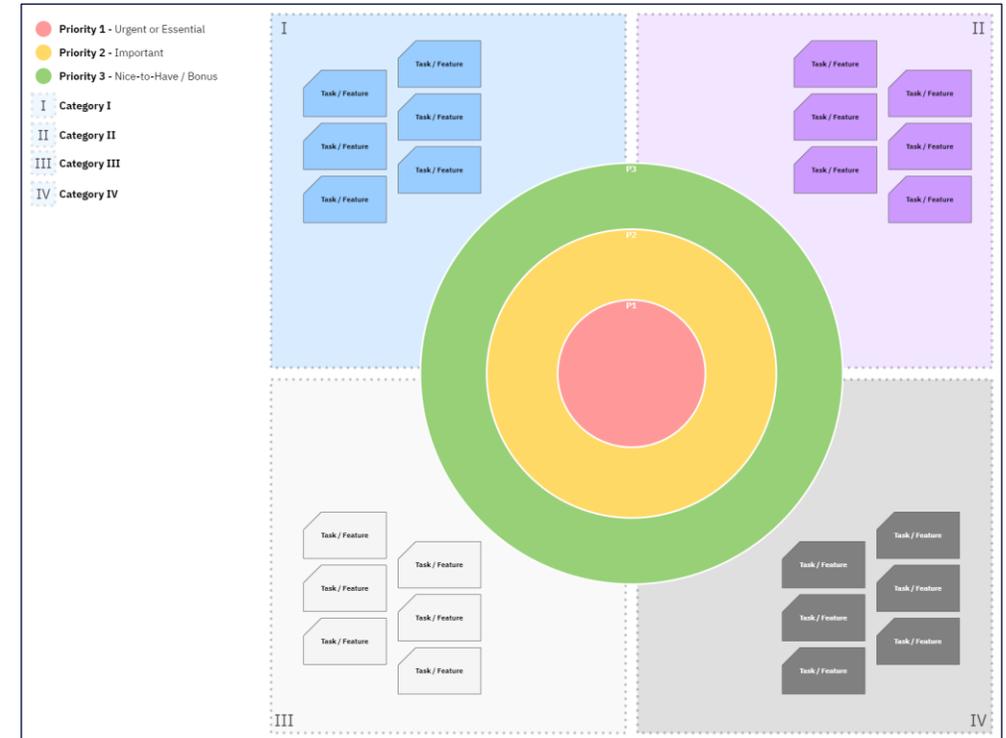
Features Analysis

About

After identifying the needs of your target users with the UX Research, it is recommended to determine what features your solution will have and how those features will solve your target users' needs. The Features Analysis is a strong complement to the UX Research Report, to have a solid picture of the desired solution. This step is especially important for identifying what your MVP (Minimum-Viable Product) is.

Deliverables

By the end of the service you will have a **Features Analysis Report** detailing each feature that your solution should have, its level of importance/urgency, and other observations, notes, and considerations.



Task & Feature Prioritization Chart © Dougal Mac Gregor & Associates

Requirements Translation

About

Once the needs of your project have been identified through UX and market research, they need to be converted into technical requirements. This process involves looking at the needs you have identified, and figuring out which software development tools, framework, platform, and processes to use to develop the solution to meet those needs. Most of the time, it is also necessary to compare options, because there are more than one way of developing solutions.

Deliverables

By the end of the service you will have a **Software Technical Requirements Report** detailing the software tools, framework, platform, and processes required to develop the solution that meets your needs.



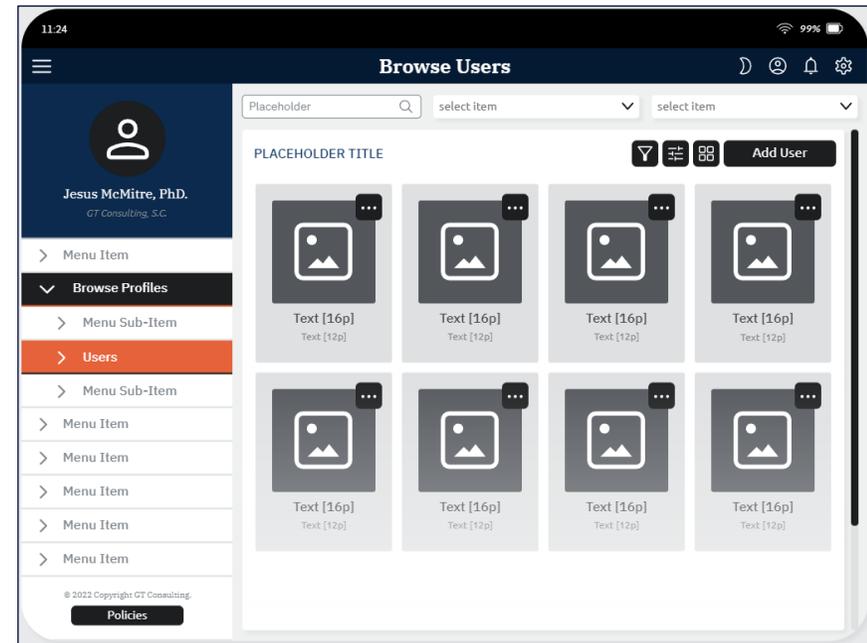
UI / UX Design

About

The first step in the production of your solution is to design how it will look and feel. We have a team of talented and experienced UI/UX designers who know how to design modern, visually stunning, and user-friendly and accessible UIs. Our designers use tools such as *Balsamiq*, *Marvel App*, *UXPin*, *Adobe XD*, *Adobe Figma*, *Zeplin*, *InVision*, *Penpot*, and others.

Deliverables

By the end of the service you will have **UX Wireframes** and **UI Mock-ups** for your software solution. We may also include a **UI/UX Design Brief** with information about the design system used such as typography and color palettes, and other considerations.



Example of a UI Mock-up from one of our projects © Dougal Mac Gregor & Associates

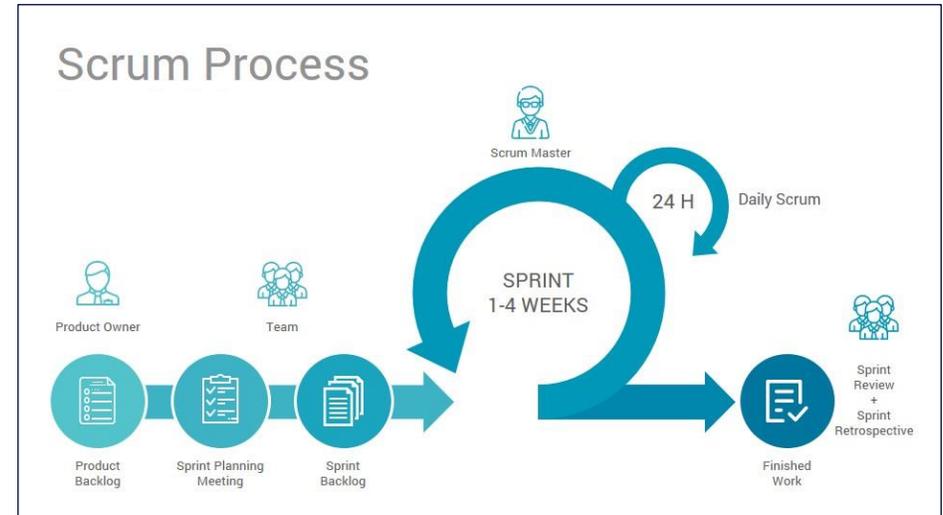
Development

About

We develop your software solution for you with our team of engineers. We do this in incremental steps using the Agile Scrum methodology with 2-week sprints. For large and complex projects we may break it down into phases such as Prototype, Alpha, Beta, MVP, and Release.

Deliverables

By the end of the service you will have a coded software solution in either a **Prototype**, **MVP** or **Release** stage. We may also include a **Technical Design Brief** with information about the code and system such as conventions, dependencies, and data structure.



Agile Scrum Methodology for Software Development

Quality Assurance

About

We have quality assurance experts in our team who are experienced at testing software solutions. We test your software solution on a variety of devices and platforms, using various tools and methods. QA is typically included with our Development service, as we need to do QA testing during and after development regardless. However we also offer QA as a stand alone service.

Deliverables

By the end of the service you will have a **Bugs & Issues Report** listing any and all issues we found with your software solution. Depending on the kind and scope of QA you request, we may also include a **Stability & Compatibility Report** with information about how well or how poorly your software performed in different devices, platforms and/or settings.

	A	B	C	D	E	
1		Device	Desktop PC	Pixel 2	UMIDIGI BISON GT	Gala
2		OS Platform	Windows 10 Pro	Android 10	Android 10	And
3	isLocalized	Browser	Chrome v95.0.4638.6	Chrome	Chrome	Ch
4	Page	General	PASS	PASS	PASS	P
5	Page Section	Cookies	PASS	PASS	PASS	P
6		A prompt to accept cookies appears at the bottom	PASS	PASS	PASS	P
7		User can dismiss the prompt clicking OK/Accept	PASS	PASS	PASS	P
8						
9	Page Section	Footer	PASS	PASS	PASS	P
10	x	"Download Now" heading	PASS	PASS	PASS	P
11	x	Linked App Store Logo (linked not localized)	PASS	PASS	PASS	P
12	x	Linked Google Play Logo (linked not localized)	PASS	PASS	PASS	P
13		Social Media sub-Section in Footer	PASS	PASS	PASS	P
14		- Linked Facebook (linked not localized)	PASS	PASS	PASS	P
15		- Linked Twitter (linked not localized)	PASS	PASS	PASS	P
16		- Linked Youtube (linked not localized)	PASS	PASS	PASS	P
17		- Linked Instagram (linked not localized)	PASS	PASS	PASS	P
18		- Linked Reddit (linked not localized)	PASS	PASS	PASS	P
19		- Linked Discord (linked not localized)	PASS	PASS	PASS	P

Example of a Bugs & Issues Report Chart © Dougal Mac Gregor & Associates

Hosting & Maintenance

About

We provide Hosting & Maintenance for hosted software solutions, with setup and management of servers and DB hosting. We take care of the upkeep of your software so that you can focus on taking care of your business.

Deliverables

We may provide monthly or quarterly status reports and updates on the conditions of your servers, database, and hosted solutions.



Software Services Overview

This is the summary of all the software services we cover, their format(s) and the deliverables associated with each:

Service	Format	Deliverables
UX Research	Request & Collaboration	UX Research Report, User Profiles
Features Analysis	Request & Collaboration	Feature Analysis Report
Requirements Translation	Request	Software Technical Requirements Report
UI / UX Design	Request	UX Wireframes, UI Mock-ups, UI/UX Design Brief
Development	Request	Code (Prototype, MVP, or Release), Technical Design Brief
Quality Assurance	Request	Bugs & Issues Report, Stability & Compatibility Report
Hosting & Maintenance	Request	Server and Database Hosting & Maintenance

Important Notes:

- * Availability of service may be limited, inquire with us to find out if the service is available.
- ** Deliverables listed may depend on input from your part, or not apply to your business case.

BUSINESS

Developing and managing a business can be overwhelming with too many things to do and consider. It doesn't have to be. Our methodologies and workshops, and the arsenal of tools that go with them, are designed to significantly reduce the struggle, and address challenges before they snowball into threats.

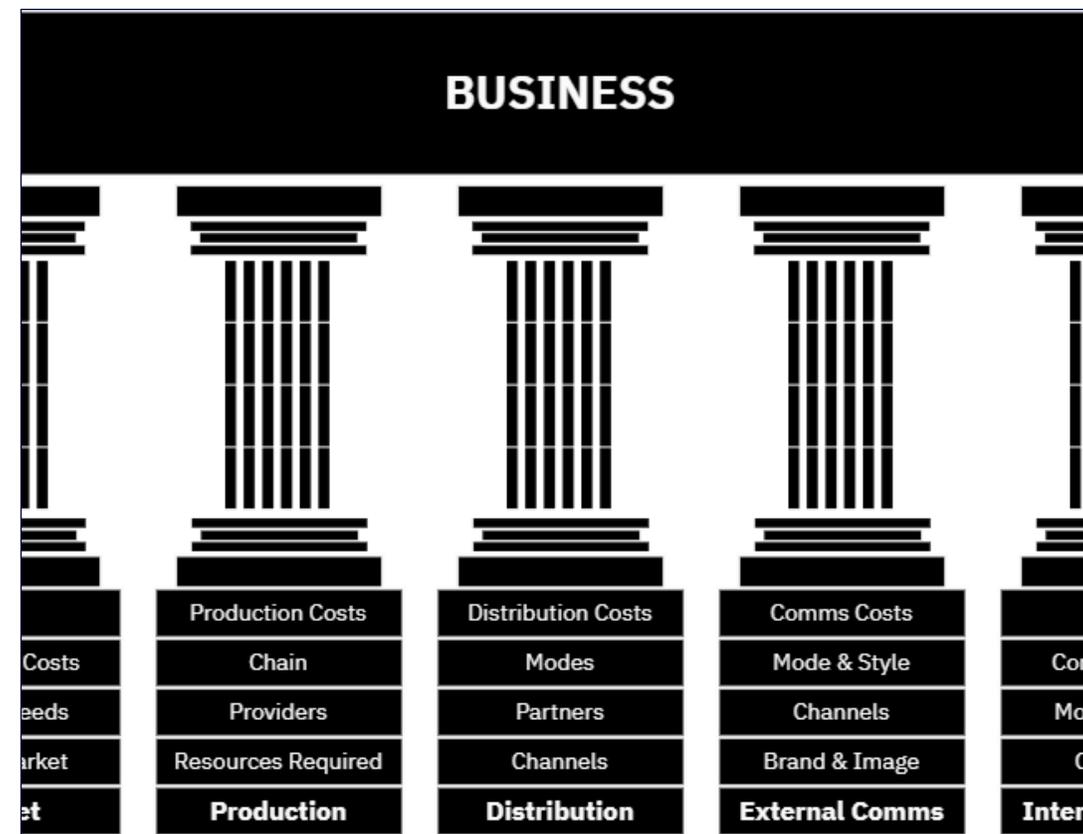
Business Model

About

A business model is an overview of your entire business, including but not limited to key products and services, production chain, providers, target market, etc. The overview may be general or highly detailed. This is important for having a clear and unambiguous picture of all crucial aspects of your business or business unit. It is commonly used for startups, as well as new business units, but can be used to re-evaluate existing big businesses too, especially when they are expanding.

Deliverables

We do the model analysis together, walking you through the process. We use our proprietary *Business Pillars* © methodology, combined with other tools. By the end of the service you will have a **Chart** of your business model, and we will prepare a **Business Model Report** for you to accompany the chart/diagram, with key observations.



Business Pillars Model © Dougal Mac Gregor & Associates

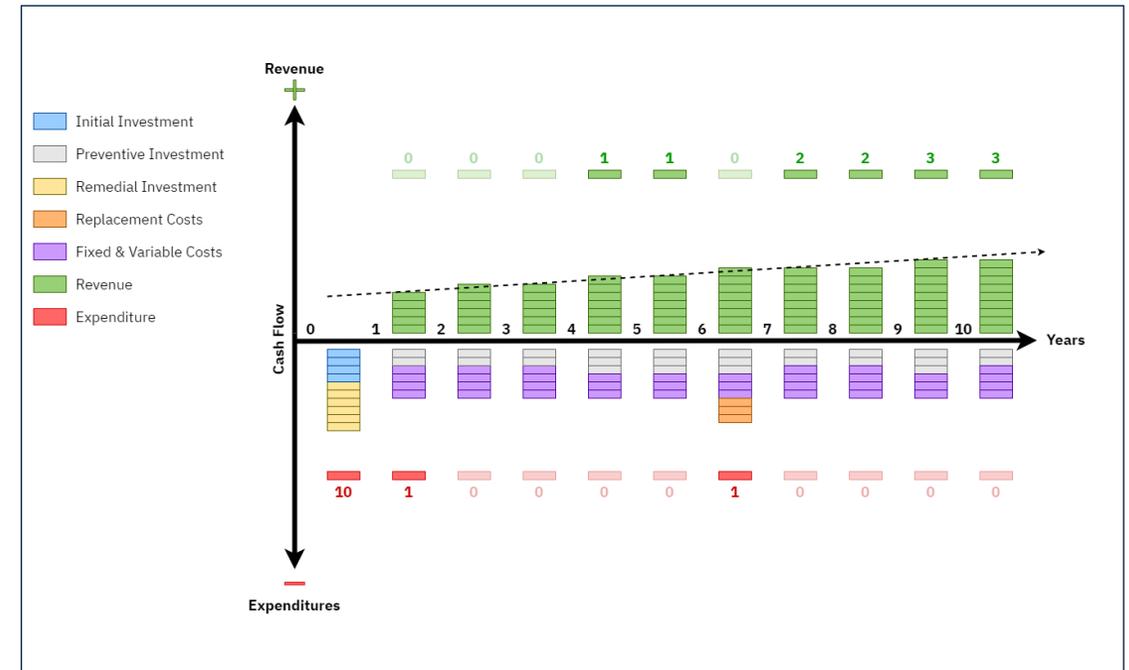
Economic Engineering

About

The economy of your business is another fundamental topic. In this matter we look at everything and anything that is directly or indirectly related to the bottom line and your numbers, including but not limited to cost of goods and services (COGS), pricing, supply and demand (S&D), operating expenses (OpEx), etc. We typically use existing tools and formulas, but we also use some of our own methodologies and formulas. Our **Black Belts in Six Sigma Economic Engineering** can do the heavy lifting for you and make sure your numbers are as bullet-proof as possible.

Deliverables

Our Economic Engineers do an X-ray of your business numbers and calculate the economic viability for you. By the end of the service you will have an **Economic Feasibility Report** detailing the feasibility of your business or project, as well as a 5 or 10-year **Economic Life Projection** chart showing how the next 5+ years could look.



Example Economic Life Projection Chart © Dougal Mac Gregor & Associates

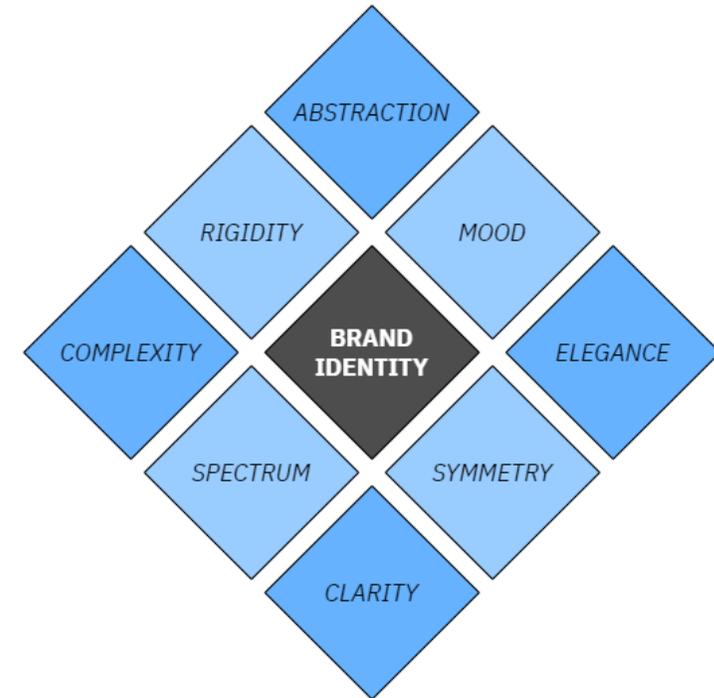
Brand & Image

About

The way your customers, team, and partners, perceive your brand has a direct impact in its performance and success. Should your brand appear strong or fancy? Vintage or modern? Serious or playful? We can help you answer these and other relevant questions about your branding and identity, to ensure your business is perceived the way it is supposed to. One of the tools we use for this is our proprietary *Brand Identity Parameters* ©, which is designed to help identify key elements of your branding and image.

Deliverables

By the end of the service you will have a **Branding & Corporate Image Guidelines Report** detailing our suggestions for your branding. These can be incorporated into new branding guidelines, or used to improve existing ones. You may also request our help creating or improving your **Branding Guidelines**. This process involves reviewing your logo design, and all marketing and communication materials, and/or helping you develop them.



Brand Identity Parameters Chart © Dougal Mac Gregor & Associates

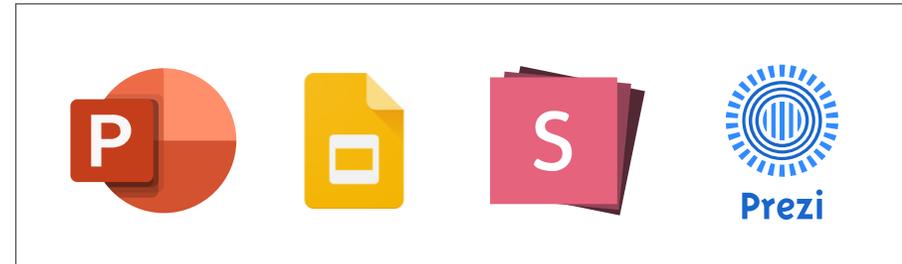
Presentation

About

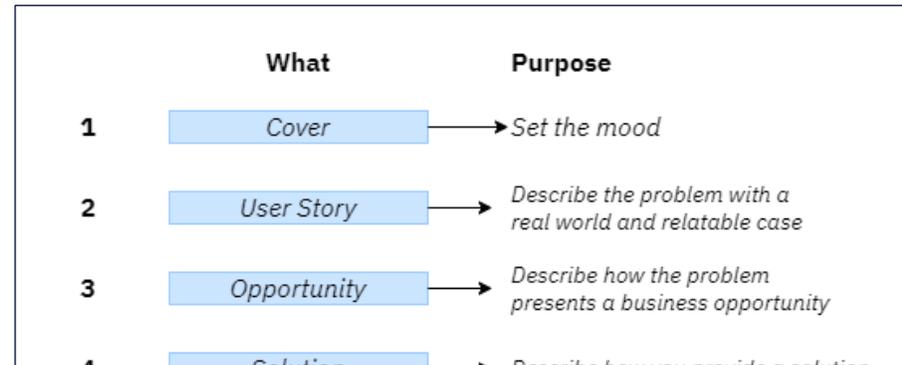
Whether it is an investor pitch, a merger or joint-venture proposal, or a presentation of your business to existing or potential clients, you are most likely going to need to prepare and give presentations for your business to someone. We have extensive experience preparing and giving presentations to diverse audiences on diverse matters. We can help you prepare your presentations (we always suggest creating templates based on your brand identity), and coach you on how to deliver your presentations.

Deliverables

By the end of the service you will have an **Presentation Template** ready for you to use. This can be an improved version of your existing presentation. We may include a small document with additional notes, tips, and/or a presenting script.



Popular tools for creating presentations



Example of Business Presentation Structure © Dougal Mac Gregor & Associates

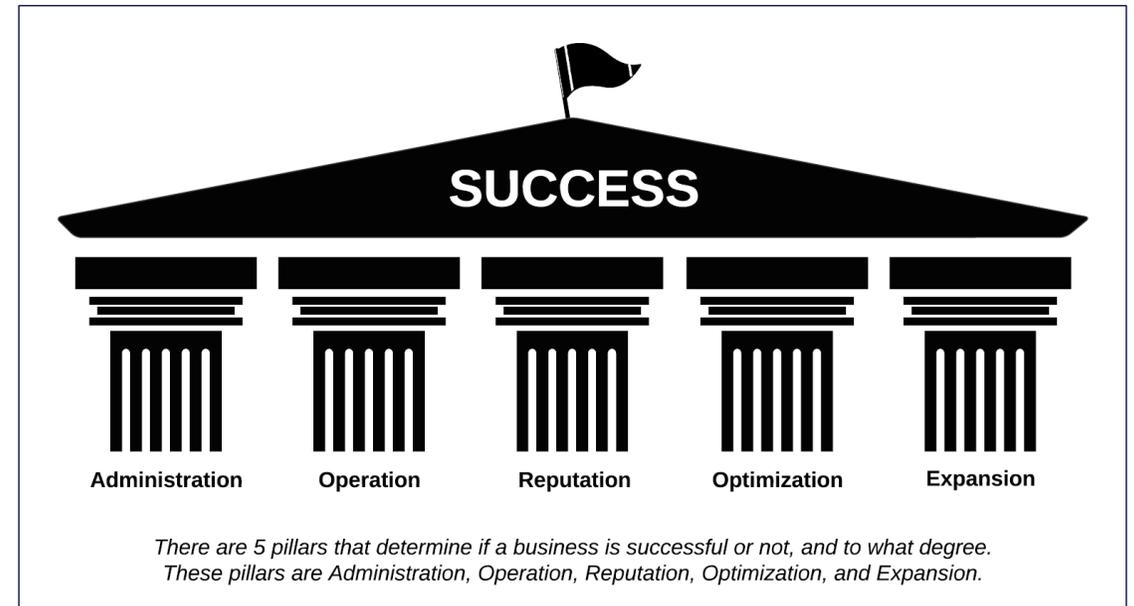
Enterprise Roadmap

About

It is easy to get overwhelmed with the number of things you have to do to develop and run a business. You may find yourself unsure about what to prioritize, the order in which you should tackle business needs, or even forgetting or overlooking things due to the amount of tasks you already have on sight. We have developed a methodology designed to help business owners and stakeholders manage their entire journey from start to global. This is one of our flagship Business Solutions.

Deliverables

We prepare a roadmap for you with our *Business Pillars* © methodology, and then walk through it with you, making any necessary adjustments and coaching you on the execution strategy. We then suggest having periodic consultation sessions throughout your journey, to ensure you stay on track. By the end of the service you will have an **Enterprise Roadmap**, detailing a strategic path to develop and expand your business.



Business Pillars Methodology © Dougal Mac Gregor & Associates

Competitive Analysis

About

Knowing where you are standing compared to your competition or other players in the market is vital not only to your success, but also to your survival as a business. To achieve this, we look at your business model and your goods and services and compare them with others in the market using our competitive and conjoint analysis templates and methods. This process requires input from your part; any missing information will strongly impact the results. If you already have these analyses done, we offer consultation sessions to discuss your current competitive situation.

Deliverables

By the end of the service you will have a **Business Competitive Analysis** detailing both a competitive analysis of your business model, and a conjoint analysis of your products/services.

								
Products & Services	Vehicle Rental	Bicycle Rental	NO	N/A	N/A	NO	NO	YES
		Scooter Rental	NO	N/A	N/A	NO	NO	YES
		Motorized Scooter Rental	NO	N/A	N/A	NO	NO	N/A
		Motorcycle Rental	NO	N/A	N/A	NO	N/A	NO
		Sedan Car Rental	NO	N/A	N/A	NO	YES	NO
		SUV Car Rental	NO	N/A	N/A	NO	YES	NO
		Pick-up Truck Rental	NO	N/A	N/A	NO	YES	NO
		RV Rental	NO	N/A	N/A	NO	N/A	NO
	Route-based Transport	Buses	YES	N/A	N/A	NO	NO	NO
		Trolleys	YES	N/A	N/A	NO	NO	NO
		Rails	YES	N/A	N/A	NO	NO	NO
		Ferries	NO	N/A	N/A	YES	NO	NO
	Ride	Existing Taxi Cabs	NO	YES	YES	YES	NO	NO

Competitive Analysis Chart © Dougal Mac Gregor & Associates

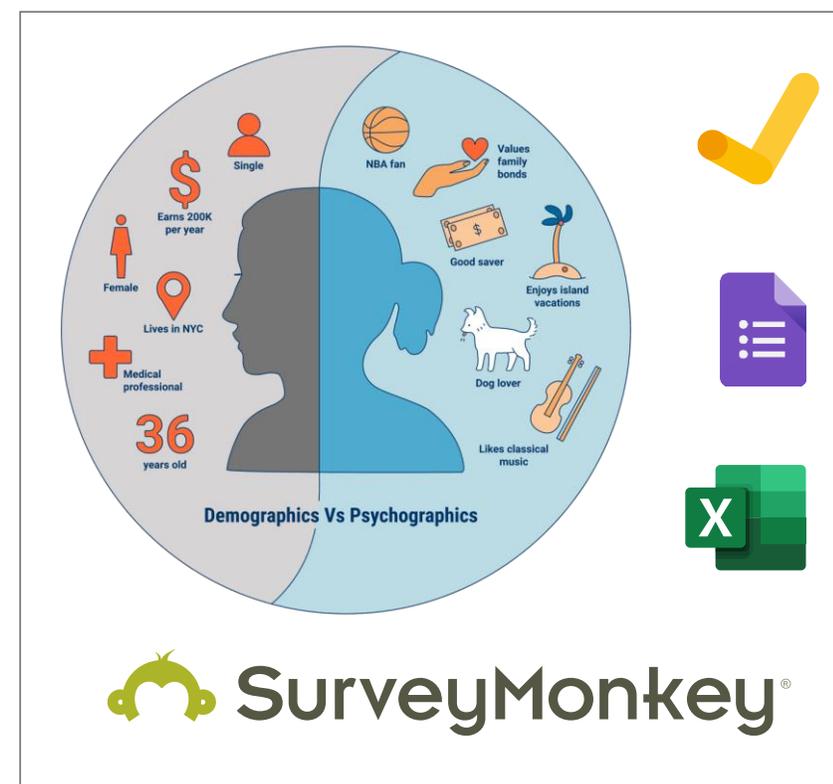
Customer Experience & Quality Analysis

About

Neglecting the quality of your goods and services and the experience of your customers may not immediately ruin your business. However, it is analogous to sailing on a boat that has holes and constantly pouring out the water with a bucket: getting far will cost you exponentially more effort and time. Investing in quality and customer experience, when done right, is extremely important for long-term business continuity. We look at your business' quality through a combination of tools and processes including but not limited to surveying & interviewing customers and employees, and reviewing KPIs. We identify areas of improvement and discuss them with you.

Deliverables

By the end of the service you will have a **Business Customer Experience & Quality Analysis Report** detailing the results of our investigation and analysis, and proposals for improving the overall quality and experience.



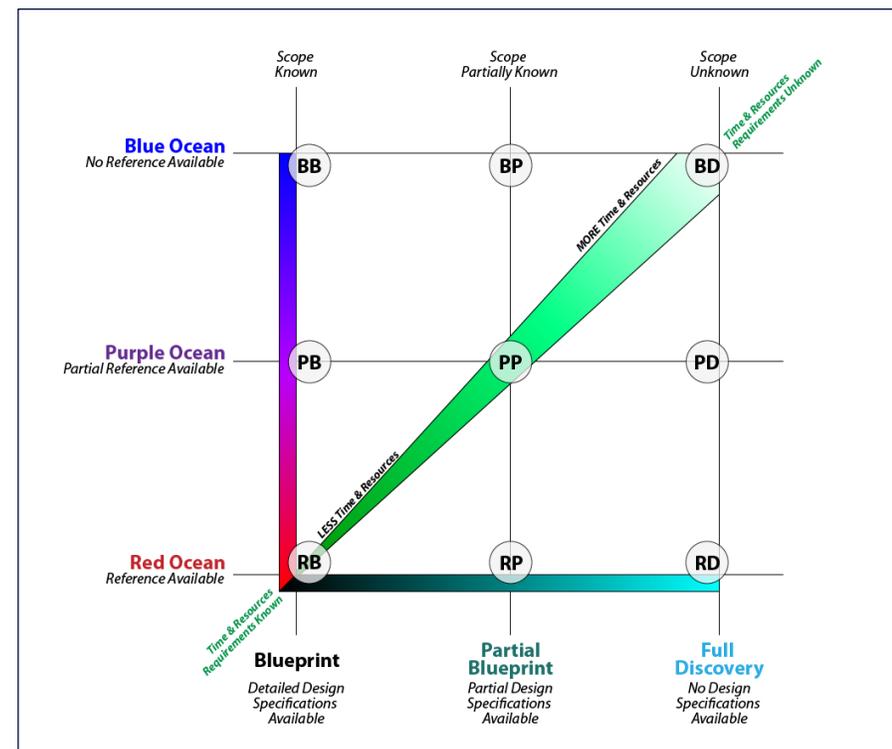
Innovation Factor Analysis

About

While the Competitive Analysis helps you understand how to position your brand and penetrate a contested market, the Innovation Factor Analysis instead helps you understand to what degree your business or project is novel. An innovative product or service cannot be funded or managed the same way as a well established one. We use a proprietary method to help you identify the degree of innovation of your business/project and determine how you should fund and manage it.

Deliverables

By the end of the service you will have an **Innovation Factor Report** detailing the degree of innovation of your business or project, as well as recommendations on how to manage the budget and the development of the business/project.



Project Innovation Matrix © Dougal Mac Gregor & Associates

Risk & Opportunity Assessment

About

You may have already done a SWOT Analysis, which is one of the most popular tools and methods for identifying risks and opportunities in your business. However, in addition to a SWOT, we go a step further and have developed our own **Risk Matrix** to help rank risks and threats by level of severity and impact, and consequently determine and propose the urgency with which to address it, as well as any possible contingency plans in case the undesired happens. We do the same for your areas of strength and opportunity, identifying the areas where you can shine brightest and ranking your opportunities.

Deliverables

By the end of the service you will have a **Risk & Opportunity Assessment Report** detailing the areas of risk in your business, their impact severity, urgency and more, as well as opportunities.

Severity - Impact	Fatal	5	5	10	15	20	25
	Very Serious	4	4	8	12	16	20
	Significant	3	3	6	9	12	15
	Moderate	2	2	4	6	8	10
	Low	1	1	2	3	4	5
			1	2	3	4	5
			Very Infrequent	Somewhat Infrequent	Occasional	Frequent	Very Frequent
			Occurrence				

Risk & Opportunity Assessment Matrix © Dougal Mac Gregor & Associates

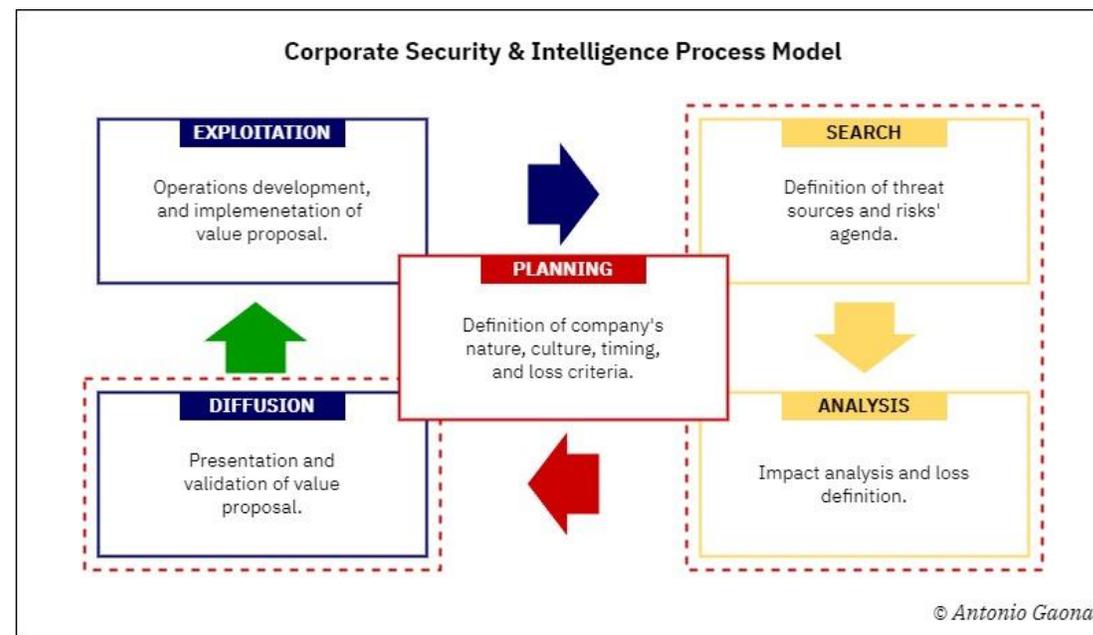
Corporate Security & Business Continuity Training

About

Special workshops and coaching authored by our partner *Lieutenant Colonel Antonio Gaona* (ret.) designed to train business stakeholders in the topics of corporate security and business continuity. The workshops are also designed for professionals in the field of corporate security who want to move up to managerial roles, as well as military personnel transitioning into the private sector. The workshops help you prepare for the unexpected, and cover every kind of scenario such as theft, kidnappings, terrorism, natural disasters, cyber attacks, and more.

Deliverables

By the end of the workshops you will have a **Certificate of Completion** signed by us, including the author of the workshops, Lt. Col. (Ret.) Antonio Gaona.



Corporate Security & Intelligence Process Model © Antonio Gaona

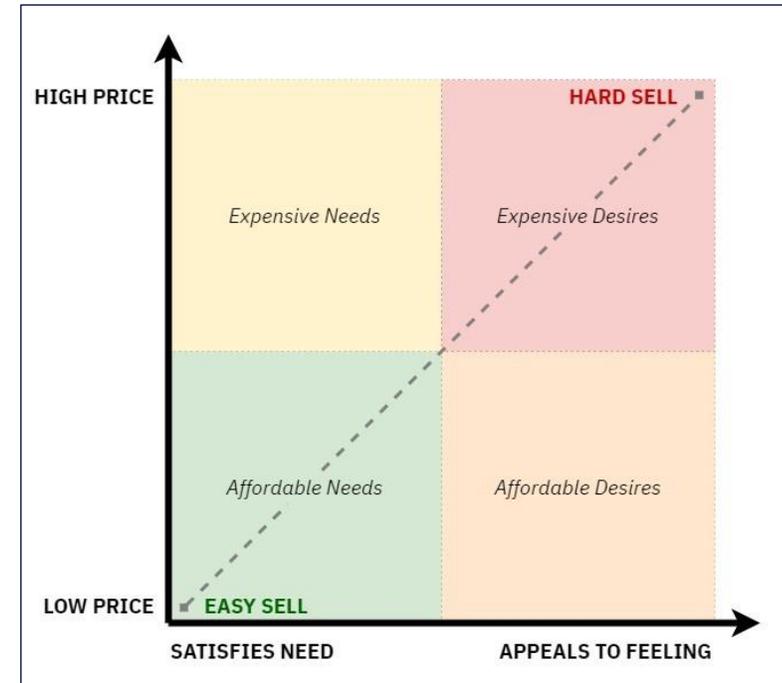
Marketing & Advertising Strategy

About

Having a brilliant product or service is often not always enough to drive the business, how you sell your goods and services has a big impact. Through a variety of tools and methods, including some of our own, we help you determine what is the best strategy for you to go-to market and/or penetrate new or contested markets. The tools and methods we use will depend on your particular business situation and needs, including your industry, target market, geographical region, and business size, to name some.

Deliverables

By the end of the service you will have a **Marketing & Advertising Strategy Report** describing one or more strategies you could use to sell your goods and services, as well as a breakdown of the criteria used for each recommendation.



Need vs Desire Pricing Matrix © Dougal Mac Gregor & Associates

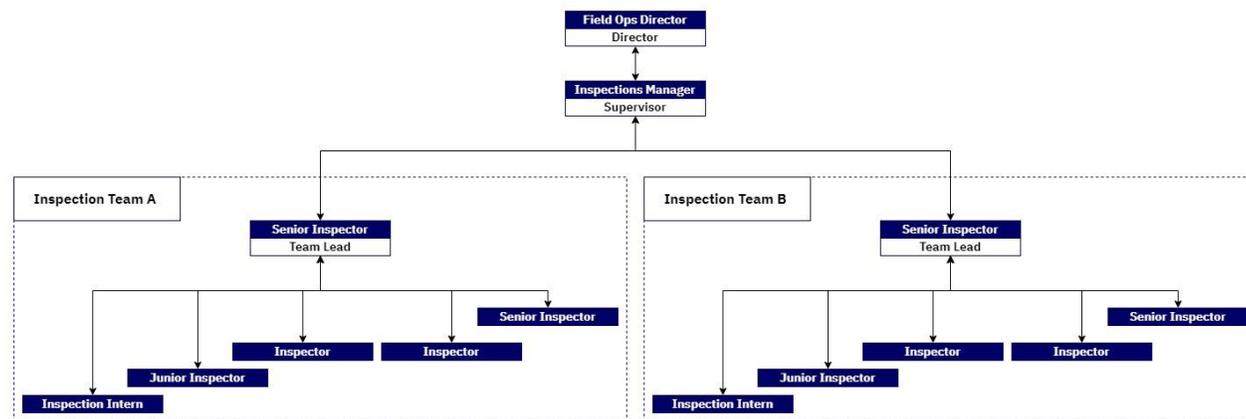
Organizational Model

About

As companies grow and change, their organizational structure needs to be constantly revised. We have extensive experience with corporate structuring and organization, and can help you figure out what organizational structure makes most sense for your business right now.

Deliverables

By the end of the service you will have a **Chart** of your organization structure, together with an **Organization Model & Structure Report** describing each role, its key responsibilities, required preparation/skills/experience, and KPIs.



Sample of an Organizational Tree Model © Dougal Mac Gregor & Associates

Global Operations & Expansion

About

Whether you are looking to expand your operations or presence to a new region, country, or market sector, we can help you identify where, when, and how. Having a strategy with a step-by-step process for growth and expansion is critical for success. This is especially important when you expand to new market segments and/or regions whose culture you are unfamiliar with. Ad Hoc or unplanned expansion to an unknown market can be quite costly.

Deliverables

By the end of the service you will have a **Market Growth & Global Expansion Report** describing a step-by-step strategy recommended to expand your operations and presence to specific regions or market segments.



Market Expansion Chart © Dougal Mac Gregor & Associates

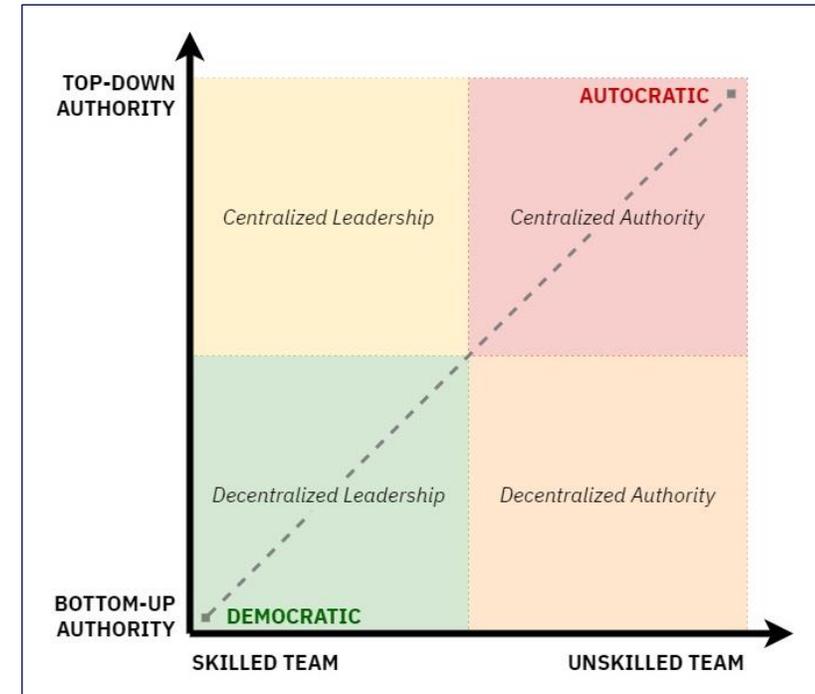
Change Management Workshops

About

Special workshops and coaching designed to train business stakeholders in the topics of corporate leadership and change management. The workshops provide you skills and tools to devise effective strategies to lead and manage your team, and identify areas of improvement in general team management and leadership. These workshops are particularly recommended if you are detecting issues with team motivation and accountability, if you plan to hire and train new area/department managers to help you manage your staff, or if your organization is going through significant change such as a merger or acquisition.

Deliverables

By the end of the workshops you will have a **Certificate of Completion** signed by us, to demonstrate your commitment to better leadership and management of your team/organization.



Leadership vs Authority Matrix © Dougal Mac Gregor & Associates

Team Building & Professional Development

About

Special workshops and coaching designed to help you create Professional Profiles for each team member of your team, identifying their skills/strengths, areas of opportunity, and their sources of motivation. Every individual is unique, and our tools and methods are designed with that thinking at the core, meant to help you ensure every team member is always motivated to do their best, and that your team as a whole leverages their strengths. Note that these workshops require the participation of every single team member, for a proper and complete exercise and report.

Deliverables

By the end of the workshops you will have a **Team Profile Report** describing the composition of your team, highlighting the skills that your team currently has, recommending skills to be acquired/covered, and profiles for each member that show what their individual strengths, opportunities, and drives are.

	A	B	C	D	E	F	G	H
	Motivator	Description	Not Important 0 Pts.	Indifferent 3 Pts.	Somewhat Important 6 Pts.	Important 9 Pts.	Very Important 12 Pts.	Score
3	Challenging Work	My work challenges my competence		x				3
4	Curiosity Satisfied	I have plenty of things to investigate and to think about				x		9
5	Hierarchy Power	I am able to influence what others do at work			x			6
6	Honorable Work	I feel proud that my personal values are reflected in my work	x					0
7	Independent Responsibilities	I am independent of others with my work and my responsibilities					x	12
8	Job Mastery	I am good at what I do				x		9
9	Job Remuneration	My income reflects the value I contribute to my work					x	12
10	Job Security	I don't have to worry about losing my job or having to find another job				x		9
11	Learning & Growth	My work allows me to learn a lot of new things			x			6
12	Life Purpose	My purpose in life is reflected in the work I do		x				3
13	Mobility Freedom	I can work remotely, from home or from anywhere I want					x	12
14	Order & Structure	There are enough rules and policies for a stable environment				x		9
15	Organization Status	The image and reputation of my employer and company is good, and recognized by those around me			x			6
16	Perks & Benefits	I have lots of perks and benefits at work such as free food, snacks, gym discounts, access to special events, etc.		x				3
17	Personal Goals	My work gets me closer to my personal goals					x	12
18	Profitable Job	My work allows me to make more money than what I need					x	12
19	Safe Environment	My work environment is safe, and makes me feel safe				x		9
20	Social Acceptance	The people around me approve of what I do and who I am	x					0
21	Time Freedom	I can work at my own pace and manage my own time					x	12
22	Title Status	My job position and title are good, and recognized by those around me			x			6
23	Work Influence	I am able to influence project, company, or business decisions					x	12
24	Work Relationships	I have good social contact with the people in my work		x				3
25								
26								
27							Total Score:	123

Motivation Matrix © Dougal Mac Gregor & Associates

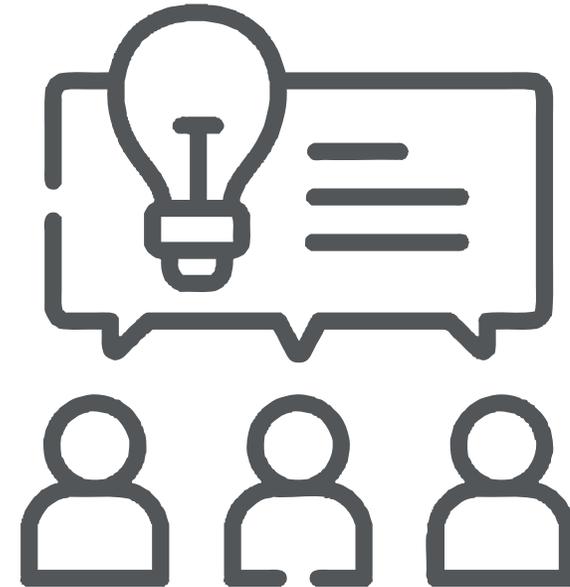
General Consultation & Coaching

About

We offer general consultation and coaching to discuss general, varied, or miscellaneous business topics and questions. If you need to address a particular topic in detail, we suggest hiring the appropriate service instead, or consultation sessions for that specific topic or area, as we can schedule availability with the appropriate subject matter experts in our team.

Deliverables

By the end of the consultation you will have a **Memorandum of Understanding** describing the topics covered during consultation, as well as with any recommendations we may have provided.



Business Services Overview

This is the summary of all the business services we cover, their format(s) and the deliverables associated with each:

1/2

Service	Format	Deliverables
Business Model	Collaboration & Workshop	Business Model Chart & Report
Economic Engineering	Request	Economic Feasibility Report, Economic Life Projection Chart
Brand Identity	Request & Collaboration	Branding & Corporate Image Guidelines Report
Presentation	Request & Collaboration	Presentation Templates
Enterprise Roadmap	Request & Workshop	Enterprise Roadmap Chart & Report
Competitive Analysis	Collaboration	Business Competitive Analysis Report
Customer Experience & Quality Assurance	Collaboration	Business Customer Experience and Quality Analysis Report
Innovation Factor Analysis	Collaboration	Innovation Factor Report
Risk & Opportunity Assessment	Collaboration	Risk & Opportunity Assessment Report
Security & Continuity Training Workshops	Workshops	Certificates of Completion for each Workshop Session/Module/Hours
Marketing & Advertising Strategy	Collaboration	Marketing & Advertising Strategy Report

Important Notes:

- * Availability of service may be limited, inquire with us to find out if the service is available.
- ** Deliverables listed may depend on input from your part, or not apply to your business case.

Business Services Overview

This is the summary of all the business services we cover, their format(s) and the deliverables associated with each:

2/2

Service	Format	Deliverables
Organizational Model	Request & Collaboration	Organization Model & Structure Report, Organization Chart
Global Operations & Expansion	Collaboration	Market Growth & Global Expansion Report
Change Management Workshops	Collaboration & Workshops	Certificates of Completion for each Workshop Session/Module/Hours
Team Building & Professional Development	Collaboration & Workshops	Team Profile Report
General Consultation & Coaching	Consultation	Memorandum of Understanding

Important Notes:

- * Availability of service may be limited, inquire with us to find out if the service is available.
- ** Deliverables listed may depend on input from your part, or not apply to your business case.

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