

**A Fully Integrated Strategic Marketing,
Branding and CSR Consultancy**



Founded in 2002, STING Consultants has worked on nearly 100 projects with Sri Lanka's largest companies, providing strategic solutions which have created value for these businesses.

Our Approach >>>>

At STING Consultants we create business driving brands. Our unique, core competence is that of providing a holistic, strategic marketing solution through a sustainable brand.

To do so, we scan the environment for trends impacting the category, competition, customer. We mine and analyse the company, the market, the consumer and the community for insights.

Through fact based information we are able to pin point the core needs in order to leverage and realign the business to build a sustainable brand.

We deploy our specialized processes and skills, and work with the client brand team to define the end deliverables and success metrics.

Our work aims to create a long term sustainable brand which will be the key driver for the business to deliver future financial returns.

What Sets Us Apart >>>>

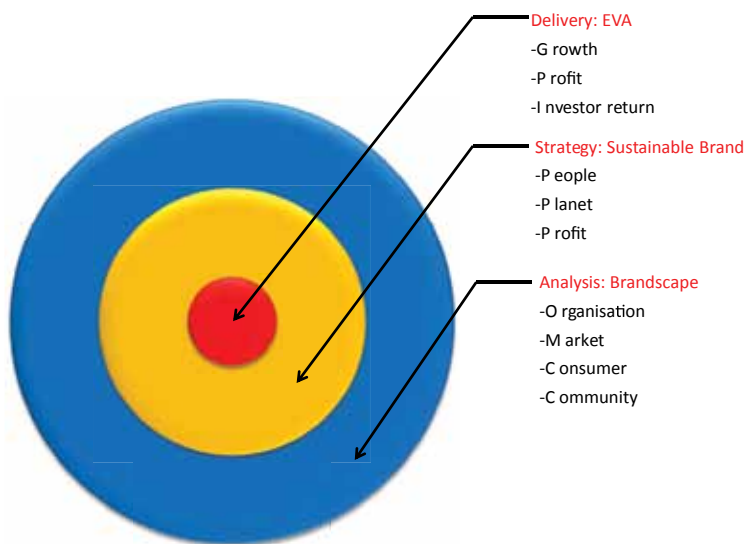
The Sri Lankan experience within our team, supported by international links and expertise.

The success we have achieved through the assignments we have worked on.

The flexible approach we adopt for each and every assignment.



Analysis, Strategy, Delivery >>>>



We Have Delivered >>>>

We invite you to talk to some of our clients to understand the value that we have brought to the assignments we have undertaken.

- N.G.Wickramaratne : Former Chairman, Hayleys PLC
- Rajan Britto : Deputy Chairman, Aitken Spence PLC
- A. Hettiarachchi : Former Managing Director, Haycarb PLC
- V.Govindasami : Managing Director, Sunshine Holdings PLC
- A.Omar : Managing Director, Brandix Lanka Pvt Limited.
- J A G Anadarajah : Managing Director, Dipped Products PLC
- Dirk Pereira: CEO, Union Assurance PLC
- Ajith Dias : Former Chairman, Sri Lanka Apparel (JAAF)



Our Resources >>>

Our proven track record comes from a highly experienced team of consultants, each with his or her own strengths. They all come from senior positions in industry and are seasoned operational marketing and branding experts in diverse fields ranging from consumer marketing to industrial marketing as well as a CSR specialist. There is a mix of Sri Lankan and international expertise in this group.

Ruchi Gunewardene

Ruchi, a seasoned executive with over 25 years experience in General management, Marketing and Advertising and is the founder and chief executive officer of the STING Consultants.

Formerly, Ruchi held senior management positions within the Bangkok based Coca-Cola South East & West Asia Division. During his tenure at Coca-Cola, he had several assignments including business development in Sri Lanka, Maldives, Nepal and Bangladesh executing marketing plans with bottling partners to grow business in each country.

Ruchi also held various management positions at GSK Consumer Division, J. Water Thompson and Reckitt Benkiser.

Ruchi received his Bachelor of Science (Hons) Degree in Applied Biology from the University of Bath, UK, followed by a Postgraduate Diploma in Business & Financial Management from the Chartered Institute of Accountants Sri Lanka. He has also served as the President of the Sri Lanka Institute of Marketing between 1992 and 1994.

Shanti Nadarajah

During the past 30 years, Shanti has developed a broad and varied marketing/ communications perspective on both the client and agency aspects of the business.

As a Consultant for STING, he has worked on several assignments including the setting up of Sri Lanka's first pharmacy retail chain (Healthguard) and for the turn around in Maliban business.

He worked as the Client Services Director for Phoenix O & M (Pvt) Ltd. While working as Marketing Manager for Eureka Online (Pvt) Ltd, he doubled their client base and developed the business plan and products, leading the company to enter web development and mail servers. In addition he has held key positions at Pure Beverages Co. Ltd (Coca-Cola Bottler) in Corporate Planning, Marketing Research, Marketing Services and Sales

Shanti received a Postgraduate Diploma in Marketing from The Chartered Institute of Marketing, UK. In addition he holds an Executive Diploma in Business Administration from the University of Colombo.



Roshni De Fonseka

Roshni has over 25 years experience in Marketing in a wide range of industries.

In her role as Consultant for STING, Roshni was involved in the reintroduction of Ovaltine into the Sri Lankan market through Scan Products Ltd. In addition she was involved with the repositioning and fuelling the growth of the well established and leading dessert brand, Motha.

She was the Head of Marketing at Hutchison Whampoa in Sri Lanka. She also held positions of Marketing Manager and Marketing Services Manager at Unilever Ceylon Ltd. Establishing a new Marketing Services Department, which included Market Research & Media Buying.

Roshni was also the Head of Marketing at Ceylon Tobacco Company Ltd. where she revived the marketing function, in a distribution oriented organization, establishing a fully-fledged Marketing department. She also held the position of Head of Marketing for New Zealand Milk Products. Roshni received a Bachelor of Arts (Hons.) degree in History from the University of West Indies, Barbados.

Sue Evans

Sue has more than 25 years experience in marketing consulting as well as marketing & brand management in the UK and India.

She worked as a consultant for A T Kearney Ltd in New Delhi. She also held key consulting positions with Industrial Aids UK, where she was responsible for managing client projects across Europe for an expanding consultancy specializing in the Chemical industry.

Sue has worked as the marketing Director for Whirlpool of India Ltd. And held management positions at GSK Consumer and Gillette UK.

Sue was awarded a BA (Hons) degree in Geography from University of Wales, UK and a Post Graduate Diploma in Tourism Management from University of Surrey, UK.

Tiara Anthonisz

Tiara joined STING Consultants, fresh out of University, having successfully completed a BA Honours degree in Economics and an MA in Corporate Social Responsibility, both of which she gained at the University of Nottingham, UK. Tiara is entrusted with the role of developing and spearheading the Corporate Social Responsibility arm of the consultancy.

In addition, we have a network of international expertise that we can tap into in order to provide specialist services :

Brand Valuation : Brand Finance PLC, UK

Retail Consulting : RAMMS India

Hospitality Certification : Green Globe Inc, USA





Services >>>>

Based on the needs of the project we deploy relevant processes.



Marketing opportunity identification, strategy development and planning.

Brand strategy and brand creation.

Setting up marketing processes and systems

Sri Lanka market entry feasibility analysis.

UK, Australia, India, Middle-East market entry of products and services.

Brand strategy and brand architecture studies.

CSR benchmarking, auditing, preparation of reports, certifying, consulting services

International marketing : using our network of offices to take Sri Lankan brands to international markets.

Retail marketing : Maximizing the impact of the brand at point of purchase and retail store design.

Brand valuation, brand auditing, brand rating and brand score cards (By Brand Finance Lanka).



Endorsements >>>>

Here are a few comments made by clients who used our CSR benchmarking service :

"... you provided us with an excellent independent external perspective of where Unilever Sri Lanka stands on key parameters. The recommendations made, when implemented, will certainly help us better leverage the host of good practices already adopted, leading to clear and sustainable business advantage"

Amal Cabraal, Chairman, Unilever Sri Lanka, March 2009,

"this has been of great value to us. We have now realized various aspects of CSR that we can put into place, which we were not aware of before..."

M Raghuraman, Executive Vice President, Brandix Apparel, February 2009

" the action plans that were suggested to us were simple, specific and straightforward which we can easily implement "

Mega Kularatne, Director Development, MAGA Engineering, February 2009





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