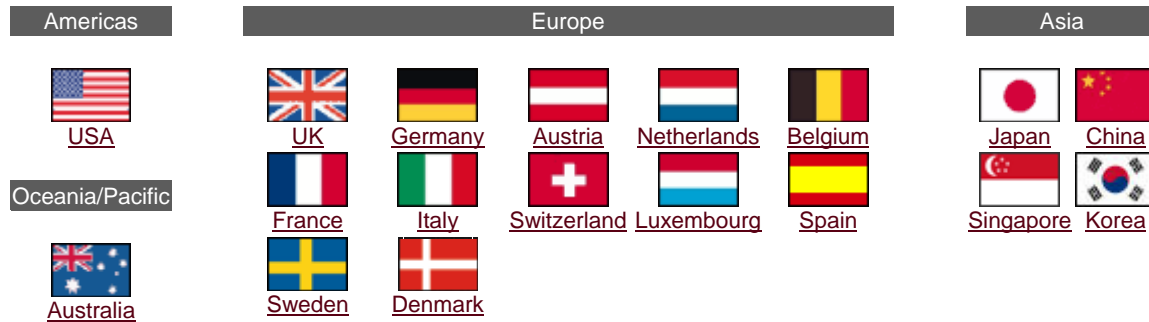


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BUSINESS STRATEGY

The success and growth of any business enterprise is a consequence of a set of strategic actions. The range of services we offer in Business Strategy range from advise on entry strategy for companies desiring to set-up business in India to feasibility studies for expansion / diversification of established businesses.

The scope of our services include -

- **Entry Strategy / Establishing Business in India**
 - Assistance in setting up liaison office in India
 - Assistance in obtaining Foreign Investment Promotion Board (FIPB) approval, for solo and joint venture entry
 - Identification of joint venture partners
 - Company incorporation and related government approvals
 - Advise on greenfield project Vs take-over of existing plant / operations
 - Review of regulatory, tax and legal environment
- **Business Strategy**
 - Evaluation of strategic alternatives
 - Identification of opportunities for diversification and expansion of operations
 - Diagnostic studies including SWOT analysis
 - Review of corporate plans and policies
 - Turnaround / revitalisation strategies
- **Feasibility Studies**
 - Industry / market assessment

- Competitive scenario analysis
- Financial feasibility and pre-feasibility studies (including financial projections and project sensitivity analysis)
- **Technical appraisal**
 - Location and site evaluation
 - Technology life cycle analysis
 - Recommendations on technology options in the Indian context

MARKETING

We assist our clients to compete in an era of increasing competition, by advising them on market imperatives. Our services in this functional area include -

- **Marketing Strategy**
 - Formulation of marketing strategy and plans
 - Advice on marketing organisation
 - Pricing strategy
 - Product mix strategies
- **Marketing Research**
 - Estimation of current and future market potential, both for consumer and industrial products
 - Concept testing of new products
- **Sales and distribution studies**
 - Distribution strategy including design of optimal distribution network
 - Logistics and transportation, including location of warehouses, and inventory management systems

[Business Strategy](#) | [Marketing](#) | [Finance](#) | [Business Effectiveness](#)
[Human Resources Management](#) | [Systems and IT Solutions](#)

FINANCE

Growth in business has to be accompanied by sound financial management and controls. We provide services in -

- **Mergers and Acquisitions**
 - Identification and shortlisting organisations that embody selection criteria of business partners
 - Comprehensive appraisal of merger / acquisition venture in terms of its synergy with existing business portfolio, and identification of key success factors
 - Assistance in negotiations
- **Strategic Financial management**
 - Review of capital structuring of existing businesses and advise on capital gearing including financial structure of new ventures
 - Review of working capital requirements and advise on working capital management
 - Analysis of capital investment decisions
 - Financial analysis and inter-company comparison for operating performance, profitability and payback periods
- **Valuation and Due-diligence**
 - Evaluation of financial systems and controls
 - Valuation of assets and review of liabilities
 - Valuation of intangibles
 - Advising on purchase / sale price of shares for acquisitions and divestitures
- **Privatisation**
 - Advice governments on disinvestment strategies
 - Establishing a range of values of the entity's business for negotiations with strategic investors
 - Assistance in preparation of bid documents for soliciting interest from potential strategic investors
 - Assist in evaluation of bids by laying down bid evaluation parameters
 - Assistance in negotiation and drafting of Memorandum of Understanding with shortlisted investors

BUSINESS EFFECTIVENESS

In an increasingly competitive environment, innovative technologies and techniques that enhance business effectiveness play a vital part in sustaining the competitive edge of companies. Our services in this area include -

- **Integrated Logistics and Supply Chain Management**
 - Comprehensive Business Process Re-engineering studies
 - Evaluate each section of the supply chain - inbound logistics, manufacturing and outbound logistics, with a focus on enhancing business response, eliminate redundancies and duplication of work
- **Strategic Cost Reduction**
- **Operations management**
 - Review of production planning and control systems
 - Purchasing, stores, materials planning and inventory control systems and procedures
 - Engineering, quality control and production support systems
 - Productivity improvement through O & M techniques / incentive schemes
 - Plant layout and facility planning
 - Project planning, monitoring and control systems

HUMAN RESOURCE MANAGEMENT

Ever-changing business environment requires periodic and proactive realignment of the organisation to market realities. We assist in -

- **Organisation structure**
 - Review of organisation structure at the corporate, divisional/ departmental levels
 - Evaluation of staffing requirements and assistance in manpower planning
 - Documentation of job descriptions and delegation of powers
 - Assistance in change management

- **Human Resource Development**
 - Review of personnel policies and procedures
 - Review of performance appraisal systems
 - Job evaluation and grading

- **Compensation studies**

- Comparative study of remuneration including perquisites in various industries
- Advice on structuring of an optimal pay package within the tax structure
- Advice on structuring pay packages for expatriate employees

- **Executive Selection**
 - Recruitment - through advertisements placed on behalf of clients
 - Placement - through profile match of people registered with our databank

- **Training**
 - Training on general management, finance, accounting and costing, information systems, computerisation, organisation, and personnel.

SYSTEMS AND IT SOLUTIONS

Today, Systems and IT are not just enablers but a key factor to ensure market competitiveness. We assist in -

- **MIS and Systems Review**
 - Review of management systems
 - Advise on the Management Information Systems (MIS)
 - Design of systems for budgetary control, funds management, and costing
 - Design of underlying Accounting and Office record systems
 - Advise on the methods and procedures required throughout the organisation
 - Assisting in installing systems and procedures or modifying existing ones
 - Preparing manuals for recommended systems, procedures and methods

- **Information Technology Strategy**
 - Identification of Information needs of each functional area
 - Advise on application software solutions for business needs
 - Commercial evaluation of hardware and networking options
 - Implementation and Training on the proposed Information Systems
 - Organisation of the Information Systems Department

- **Software development and implementation**

- **Public systems**

- Advise on municipal services, power, water and health services to Central and State governments, municipal bodies, co-operatives and International Funding agencies

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