

COMPETITIVE ADVANTAGES ANALYSIS

This study consists of 10 to 25 in-depth interviews (about 40% key employees, 60% customers) rating a company’ standing on five major competitive advantage areas.

Findings are then summarized in a Power Point presentation and recommendations are discussed at length with the Board of Directors and/or Top Management.

In general, we believe that a company can achieve faster growth by improving on its weak areas, as opposed to becoming even more competent where it already excels.

The objective of our analysis is to clearly identify the areas limiting the company’s growth and propose specific recommendations to improve on them, so significant short term gains can be attained.

The study covers 5 strategic areas and 16 competences:

<u>FAVORITE BRANDS</u>	<u>UNIVERSAL DISTRIBUTION DOMINATING POINT OF SALE</u>	<u>LOWER COST AND EXPENSES</u>	<u>FAST, FLEXIBLE AND INNOVATIVE ORGANIZATION</u>	<u>GEOGRAPHIC COVERAGE</u>
1. Superior Products	6. Profitable Universal Distribution	9. Lower Overall Costs	13. Management by Processes	15. Portfolio of National Brands
2. Brand Portfolio	7. Point of Sale Domination	10. Lower Overall Expenses	14. Human Resources Development	16. Growth in National Brands
3. Innovation	8. Favorites in Clients Opinion	11. Integration to the Customers Service Chain		
4. Consumer Promotions		12. Investments Redefinition		
5. New Business Acquisitions				

Cost of Study

\$1,000 per each interviewed employee/customer plus
\$20,000 for Analysis Summary and recommendations.

* Traveling or other necessary direct expenses will be reimbursed.

Payment

50% at commissioning
50% upon completion