

AT WHICH LEVEL IS YOUR BUSINESS PERFORMING?

Performance Gauge	Current Business Status	Potential Business Drivers	Indus Consulting Interventions
<p>Business health</p> <ul style="list-style-type: none"> ✓ High market share ✓ Consistent and measurable growth ✓ High profitability 	<p>Current business status</p> <ul style="list-style-type: none"> ❖ Good cash-flow ❖ Market leader ❖ Reduced exposure to creditors ❖ Higher return on investment 	<p>Diversification and Growth</p> <ul style="list-style-type: none"> ➤ Enter into new markets ➤ New products and services ➤ Risk management <p style="text-align: center;">BUSINESS DIVERSIFICATION</p>	<p>DIVERSIFICATION</p> <ul style="list-style-type: none"> ✓ Business strategy review ✓ Business financial evaluation ✓ Brand development ✓ Diversification ✓ Franchising ✓ Licensing
<p>Business health</p> <ul style="list-style-type: none"> ✓ Medium market share ✓ Medium growth ✓ Profitable 	<p>Current business status</p> <ul style="list-style-type: none"> ❖ Access to cash-flow ❖ Sales targets achieved ❖ Increase in market share ❖ Limited risk to creditors ❖ Improved level of industry competition 	<p>Growth</p> <ul style="list-style-type: none"> ➤ Higher return on investment ➤ Maintain and grow market position ➤ Prepare for future growth <p style="text-align: center;">BUSINESS STRATEGY REVIEW</p>	<p>STRATEGY</p> <ul style="list-style-type: none"> ✓ Business strategy review ✓ Business financial evaluation ✓ Process optimisation ✓ Brand development
<p>Business health</p> <ul style="list-style-type: none"> ✓ Average market share ✓ Limited growth ✓ Limited profitability 	<p>Current business status</p> <ul style="list-style-type: none"> ❖ Limited cash-flow ❖ Sales targets not fully achieved ❖ Restricted market share ❖ High level of industry competition 	<p>Break-even</p> <ul style="list-style-type: none"> ➤ Increase market share ➤ Increase sales ➤ Increase profitability <p style="text-align: center;">BUSINESS OPTIMISATION</p>	<p>OPTIMISATION</p> <ul style="list-style-type: none"> ✓ Business strategy review ✓ Business financial evaluation ✓ Business optimisation ✓ Process optimisation ✓ Brand development
<p>Business health</p> <ul style="list-style-type: none"> ✓ Declining market share ✓ Poor growth ✓ Poor profitability 	<p>Current business status</p> <ul style="list-style-type: none"> ❖ Poor cash-flow ❖ Declining sales ❖ Loss of market share ❖ Increased exposure to creditors ❖ Increased risk of closure 	<p>Under performance</p> <ul style="list-style-type: none"> ➤ Financial break-even ➤ Increase sales ➤ Increase profitability ➤ Increase market share ➤ Financial independence <p style="text-align: center;">BUSINESS TURNAROUND</p>	<p>TURNAROUND</p> <ul style="list-style-type: none"> ✓ Business strategy review ✓ Business financial evaluation ✓ Business turnaround project management ✓ Process optimisation ✓ Brand development
<p>Business health</p> <ul style="list-style-type: none"> ✓ Limited market share ✓ No growth ✓ No profitability 	<p>Current business status</p> <ul style="list-style-type: none"> ❖ Lack of cash flow ❖ Poor sales ❖ Loss of market share ❖ High exposure to creditors ❖ High probability of closure 	<p>Potential bankruptcy</p> <ul style="list-style-type: none"> ➤ Business survival <p style="text-align: center;">BUSINESS RESCUE</p>	<p>RESCUE</p> <ul style="list-style-type: none"> ✓ Business strategy review ✓ Business financial evaluation ✓ Business rescue ✓ New market and product placement