

GENERAL ADVISORY SERVICES

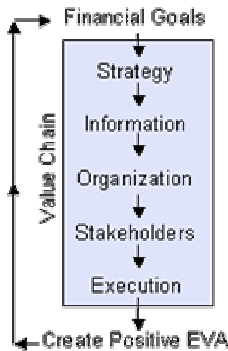
BUSINESS CONSULTING

Management consulting and marketing firm to enterprises, investors, venture-backed start-ups, and network operators. Helping clients achieve increased efficiency, effectiveness, and market leadership by optimizing information access across entire IT resources transparent to geography, networks, technologies, medium, communications devices, traditional phone numbers, or proximity to assets.

STRATEGIC PLANNING

Achieving maximum performance by aligning business strategy, core assets, resources, competencies, opportunities, marketing strategy, web, E-business, and customer relationship management (CRM). Market oriented strategic planning.

- Industry analysis
- Resource-based view analysis
- Value chain analysis
- Business strategy analysis
- Developing sustainable strategies



MARKETING

Developing integrated marketing strategies and marketing plans that reflect the new business paradigms and digital age. Virtual marketing resource to augment current team. From high impact result oriented go-to-market strategies to collateral development.

BRAND STRATEGY

Building brand equity and high customer loyalty. Applying the optimum organizational structure and employee orientation for achieving highest customer perceived value (CPV). Leveraging CRM to identify and segment the different customer groups in order to maximize profits and retention while at the same time reducing the cost of customer acquisition. Customer profitability analysis (CPA) using activity based accounting (ABA).

STRATEGIC OUTSOURCING

Leveraging outsourcing and offshoring techniques to increase value-added through collaborative horizontal integration of the value chain with highly skilled partners. Project planning software and hardware based product initiatives.

PRODUCT MANAGEMENT

Product life cycle management. Managing entire process from product concept, business case, feasibility analysis, SWOT analysis, project managing, and product rollout.

START-UP OPERATIONS

Building highly successful private and venture backed innovative organic companies. Leveraging the organizational advantages of a nimble and flexible young decentralized entrepreneurial early stage organization. Managing by Theory of Complexity - constructive destruction.

CONSTRAINT MANAGEMENT

Applying Theory of Constraints to accurately identify and resolve business constraints. Removing obstacles and barriers to growth.

SUSTAINABLE GROWTH STRATEGY

Ensuring the business model, strategy, and value chain can sustain long-term profitability. Identifying and engaging appropriate investment groups. VC due diligence.

CONTRACT NEGOTIATION

Negotiating contracts with supply chain partners, channels, virtual partners, and strategic customers consistent with overall business strategy objectives.

ALLIANCE MANAGEMENT

Building profitability through strategic alliances and channels. Building successful B2B and B2C Internet models.

INTELLECTUAL PROPERTY MANAGEMENT

Intellectual property management and patent filing. Strategic and tactical understanding of filing for patents.

SYSTEMS VIEW

Applying the holistic view of learning organizations to decisions, programs, projects, and strategies. Systems framework for managing decisions involving interrelated, interdependent, and interacting subsystems.

TEAM-BASED MANAGEMENT

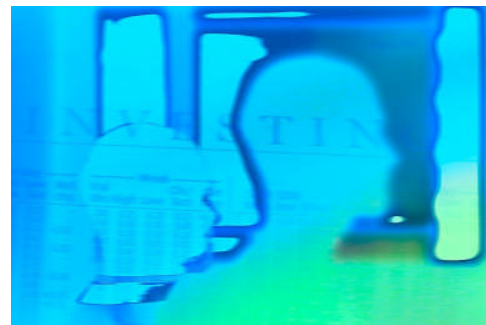
Helping organizations achieve their optimum productivity and shareholder value through proven organizational principles of empowerment and self-managed teams. Building highly effective work groups and environment for matrix structures.

CONTINUITY MANAGEMENT

Developing appropriate practices that ensure contingent, outsourced, contract, and part-time virtual workforce does not lead to premature death of an organization.

ORGANIZATIONAL ALIGNMENT

Building, sustaining, and changing organization's culture. Emphasis on efficiency and innovation. Helping organizations design and implement an optimum organizational model that reflects their industry segment, stage, size, culture, and external environment.



NAPA CONSULTING GROUP, L.P.

CORE ADVISORY SERVICES

Our fundamental value proposition is to leverage the principle of economic experience to solve business issues more effectively and efficiently with a number of flexible arrangements to augment your existing resources. We offer the benefit of over 20 years of hands on experience with Fortune 500 companies and start-ups conceiving, developing, launching, marketing, and positioning innovative award-winning solutions. Offering highly customized advisory services in the following areas:

STRATEGY

- Strategic Fit / Linkage / Alignment
- Alignment of goals, values, resources with external environment
- Business Model
- Corporate Strategy
- Business Strategy
- Strategy Formulation & Execution
- Strategy Analysis
- Analysis of Industry & Competition
- Analysis of Organization
- Analysis of Value Chain
- Analysis of Competitive Advantage
- Appraising Current Performance
 - Analyzing Return On Capital Employed
 - COGS / Sales
 - Department / Sales
 - SGA Expense / Sales
 - Fixed Asset Turnover (Sales / PPE)
 - Inventory Turnover (Sales / Inventories)
 - Creditor Turnover (Sales / Account)
 - Turnover of Working Capital
- Analysis of External Environment
- Analysis of Industry Attractiveness (M&A Prerequisite)
- Analysis of Resources & Capabilities
- Aligning Resources & Capabilities To Opportunities
- Sustaining Competitive Advantage
- Appraising Resources
- Benchmarking
- Differentiation Strategies
- Segmentation
- Industry Life Cycle
- Organization Life Cycle
- Managing Innovation
- Foreign Entry Strategies
- Diversification Strategies (Economies of Scope)
- Industry Concentration
- Target Acquisitions & Valuation
- Customized Workshops On-site

BUSINESS DEVELOPMENT

- Alliance Management
- Contract Negotiation
- Partner Management
- Channel Management
- Exploring New Markets
- Analysis of New Applications
- Profitability Through Strategic Alliances

MARKETING

- Interim Marketing Management / CMO
- Outsourced Marketing Initiatives
- Analysis of External Environment
- Analysis of Industry Attractiveness (M&A)
- Marketing Strategy
- Marketing Plan
- Marketing Research
- Collateral Development
- Web Design Strategy
- Web Marketing
- Online Advertising
- Advertising
- Direct Marketing
- Communication Strategy & Plan
- Gap & SWOT Analysis
- Branding Strategy
- Product Concept, Pricing, Promotion, Distribution
- Demand Management
- Identifying & Prioritizing Target Markets
- Segmentation
- Customer Retention
- Customer Profitability Analysis
- Customer Value Management
- Activity Based Costing
- Customized Workshops On-site
- Specializing In B2B & B2C

PRODUCT

- Complete Product Life Cycle Management
- Product Management
- Product Marketing
- Strategic outsourcing & offshoring
- Analysis of Current PLM Methodology
- Conceiving & Defining New Product Ideas
- Feasibility Analysis
- Product Launch Management
- Dynamic Resource Fit
- Design For Manufacture
- Value Chain Cost Analysis
 - Fundamental Rethinking of Activities
- Globalization vs. National Differentiation
- Product Positioning
- Building Effective Cross-functional Matrix Teams
- Alpha, Beta, GA Purpose, Methodology, & Integrity
- Strategic Product Planning
- Business Assessment & Product Performance
- Evaluation of Product Portfolio
- Adding Value to Existing Products
- Repositioning Products & Target Markets
- Increasing Market Penetration
- Evaluating Cost, Price, Margin Against CPV
- Intellectual Property Management
- Training & Coaching PLM Staff
- Customized Training & Workshops On-site

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