

> **advance**
BUSINESS GROWTH

JOINT VENTURES MERGERS AND ACQUISITIONS

We helped a joint venture customer develop their brand, culture and service offering and move from new entrant to market leadership in their sector in 3 years



Confederation of British Industry 'Doing more with less' Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

Advance Business Growth

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging People

Doing more from less by being better with less

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

And you get?

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

We worked with our customer to develop the acquisition strategy in order to:

- **Swiftly integrate the new subsidiary**
- **Ensure continuity of performance**
- **Retain key people and capability**

We will work with you to establish a successful Joint Venture from day one and help ensure that you are recognised as one of the best thereafter.

What you get from working with Advance:

- 1 An Advance multi-disciplinary team committed to the new venture, providing as little or as much support as required
- 2 A well constituted joint venture or acquisition, clear and committed to its role, brand and culture
- 3 The key elements of the organisation focussed on the business outcomes rather than any internal inadequacies
- 4 Leaders and leadership teams aligned with the direction of the business
- 5 Clarity about the next steps to be taken internally and in the market place, to increase efficiency and competitiveness and be agile enough to respond to changes
- 6 People happy and proud to be associated with the new organisation
- 7 A parent company content with its new venture and not drained of key management resource.

What's your situation?

Are you looking to secure new opportunities by entering new market sectors or reinforcing your presence in existing sectors? Do you want to form a new joint venture or make an acquisition?

Talk to Advance

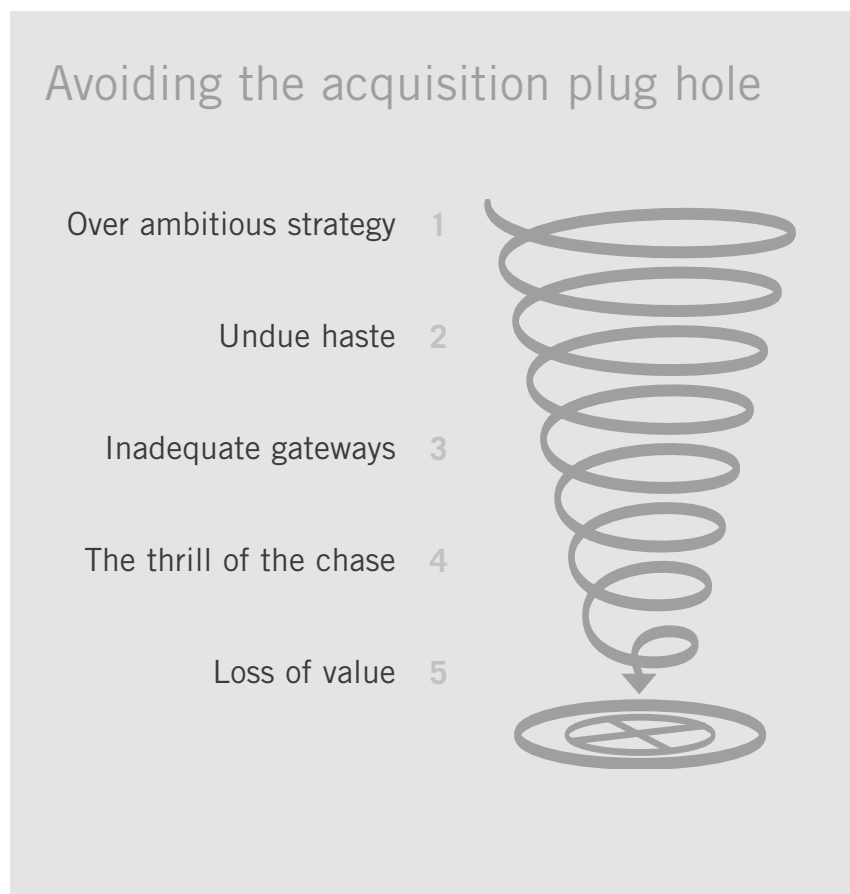
We have supported acquisitions and/or Joint Ventures in:

- Defence
 - Oil
 - Manufacturing
 - Aerospace
 - Civil Engineering
 - Design
- The most successful; in terms of size, customer satisfaction and profitability, Ministry of Defence (MoD) private finance initiative (PFI) in the U.K.
 - The biggest UK Design, Build, Finance, Operate (DBFO) - mobilised on time and to service levels
 - A high technology acquisition, acquired by a much larger parent, without the loss of key people or performance

In order to enter a new market sector or reinforce your presence in an existing one, you want to form a new joint venture or make an acquisition.

Our customers tell us some of their problems:

- 1 Clarity about impact of the acquisition or J.V in the market place
- 2 How to make a joint venture or acquisition work, be acceptable to its target customers, without distracting the parent from its core activities
- 3 To fit the joint venture or acquisition into the existing business?
- 4 How to ensure cultural alignment and engagement whilst minimising the demands on the leadership of both businesses
- 5 Uncertainty over the utilisation treatment of the brand
- 6 The effectiveness of strategy, leadership and processes both in the set-up phase and subsequently when responding to changes in the market
- 7 The reaction of your customer to the new arrangement
- 8 Anticipating the response of the competition.



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We work with shareholders, directors and operational leaders at an organisational, team and individual level to bring clarity, direction and focussed programmes for joint ventures, mergers and acquisitions.

Talk to us about how we can help you successfully deliver your strategy.

“I have not come across an organisation which has made as much an impact on our business as Advance”

Service Company Director