

Business Strategies

Increased revenue growth, cost reduction or improved capital efficiency can be achieved through an essential element - business strategy. A business's strategy defines the identity of the business - how it differs from competitors, what its strengths are and how those strengths can be leveraged for success.

At RSM Strategic Business Advisors, we assist you in developing these strategies - from researching the market and your competitors, analyzing the financials of your company to aligning your resources to deliver higher performance, attain greater market share and increase existing value.

Creating opportunities, delivering success

Figuring out where your business is going is fundamental to your overall success. After all, businesses aim to grow and seek to maximize operational advantage and financial performance. Working closely with you, we translate innovation and key strengths into workable strategies that will drive your organization for ongoing business success.

We are continually retained by early start-up companies and investors who want a reliable team who can set clear expectations, foster honest communications and make well-research recommendations. We assess early stage companies, develop market-based valuations, create financial models to assess returns and forecast on potential success of a company.

We also draw our experience by working with existing companies that want to stay relevant, competitive and profitable. We assist corporate leaders in leveraging core strengths through innovative value propositions, risk identification, and aligning business models to operations.

At any stage of a business milestone, we ensure that you are focused on the key elements of success so that your planning activities are grounded in the realities of today's marketplace.

- Competitive research & assessment
- Growth & innovation strategies
- Value chain & risk analysis
- Organizational structure & management
- Business & financial model
- Sales, marketing & branding plan
- Fund raising & project financing

Getting ready for the next step

Every day, clients rely on our capabilities, dedication and creativity of our people to provide solutions that are grounded in commitment to help achieve their missions. Our comprehensive business strategy toolkit of approaches not only helps you reposition your organization for the future but also sharpen your ability to implement your mission.

We understand your need to make strategic choices especially in a resource-constrained environment. We provide you with a clear focus on the best way to achieve results.

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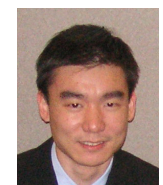
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Business Strategies, Organizational Development

Drawing on a range of expertise from across the firm, such as strategic planning, organizational growth, operational efficiency and strategy development, we have advised local and international companies in the fields of tourism and property development, manufacturing, small and medium-sized enterprises (SMEs), agro-based industries, knowledge and education, media and design, healthcare, technology and finance.

Some examples of our recent track record include:

- Facilitated, restructured and refinanced the operations of a local retailer with outlets throughout East and West Malaysia. The engagement involved a stabilization phase to turnaround the business whilst fresh interim financing was secured for working capital use. The collateral terms of the financing were superior resulting in a more efficient funding structure for the group of companies.
- Retained to facilitate and negotiate market entry deal - a tie up between a foreign group and a regional media player, involving private equity and revenue share arrangements. Our work entailed creation of a unique valuation template which the client can use to address other market entry revenue, funding and valuation models in other regional locations.
- Mandated to source and facilitated a combination of debt and equity funding and M&A target asset for a biotechnology and agriculture industry start-up. We assisted the group to review their information memorandum and present the same to potential investors, whilst structuring the corporate structure and capital base for potential investment.
- Engaged to provide business and marketing strategies. Addressed the strategic positioning angle and proposed new growth industries in line with the guiding principles for development; Recommended the strategic options for implementation and management including the related expanded area, industrial parks, commercial components, residential properties, and public amenities; Advised on project investment structure, implementation timeline and financial model to obtain development funds from the government budgetary mechanism.
- Advisors to a government link company in corporate and management advisory roles in the master plan and implementation, as well as a focus on property development and unlocking value. Part of the project involves business planning and financial modeling for investment from private and public sectors involving the states of Pahang, Kelantan, Terengganu and district of Mersing up to 2020.
- Appointed to raise funds for a property development listed entity with assets in overseas plantation venture in Indonesia of 20,000 hectares by structuring the debt in tranches of efficiency and collateral swap in phases.
- Business planning to raise debt for equipment financing of the healthcare group to facilitate their operations and opening of their 250 bed specialist hospital.
- Prepared a turnaround plan and business plan for a listed company's subsidiary involved in the security guard management and CCTV system business with paid capital and advances.
- Conducted a Feasibility Study to determine the viability for constructing a biodiesel plant and venturing into the biodiesel industry. Addressed the opportunities for management and stakeholders including the business model, industry requirements, vendor selection, regulatory policies, market demand, risks involved and expenditures required to rollout operations.
- Advisory services to a human resource and staffing company to prepare the corporate and business plan for growth and expansion of the business. Reviewed the company's business and marketing strategy and directions, current developments in the industry, operational strategy and organizational requirements.
- Conceptualized a business model for an education city project with linkages to education hubs around the region. Corporate advisory services include project structuring, organizational management, business, funding and financing and investment sourcing. Also assessed the possible concerns and risks relating to the company's involvement in the project.
- Costing analysis, implementation and review assistance for a multi-fulfillment company to achieve accurate operational, pricing and costing strategies to enhance revenues, identify savings and improve services offered.