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## STRATEGY

WE HELP OUR CLIENTS IN MAKING STRATEGIC AND INVESTMENT DECISIONS, FINDING NEW OPPORTUNITIES FOR GROWTH

## ORGANIZATION

WE ALSO ASSIST COMPANIES IN THEIR EFFORTS TO IMPROVE ORGANIZATIONAL STRUCTURES, BUSINESS PROCESSES, AND INTERNAL EFFICIENCY

## MARKETING

WE STUDY CUSTOMER EXPERIENCE, GUIDE INITIATIVES ON POSITIONING DEVELOPMENT, PORTFOLIO MANAGEMENT, INVESTMENTS' OPTIMIZATION



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## ADVANTAGES

ONE OF THE MOST  
PROFESSIONAL TEAMS IN  
THE MARKET

THE ABILITY TO ADDRESS A  
WIDE RANGE OF TASKS IN  
MULTIPLE BUSINESS AREAS

INDIVIDUAL APPROACH TO  
EACH CLIENT

## INDUSTRIES

Hi-Tech

Telecom

Financial institutions

Production

FMCG

Retail

Logistics

Energy

Non-structured markets and market  
niches

## CLIENTS

Corporations

Holdings

Management companies

Externally financed projects

Projects with private funding

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## STRATEGY

**Strategy:** growth strategy, market entry strategy, new growth opportunities, distribution strategy. Strategic project portfolio creation

**Markets:** market analytics (internal and external markets), forecasting, competitive analysis, risks

**Investments:** investment policies, investment projects' valuation, economic analysis, pre-M&A due diligence

**Management:** strategic project portfolio management

## ORGANIZATION

**Organizational efficiency:** organizational structure, business processes and functions, KPIs, information flows, knowledge management

**Staff:** staff planning and development, motivation, competences, assessment

**Governance:** governance structure, decision making and escalation, internal standards and procedures, reporting

**Program management office:** creation and support

## MARKETING

**Clients:** comprehensive customer research, interactions with customers, customer experience

**Strategic marketing:** customer insights and segmentation, value proposition, positioning, price positioning

**Portfolio management:** portfolio optimization, growth and expansion strategies, marketing investment efficiency

**Coordination:** management and coordination of marketing initiatives

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