



**Benaka Business Consultancy™**  
Indian Thinking. Global Practices.

## Business Advisory Services



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## **BUSINESS ADVISORY SERVICES**

Our Business Advisory Services Group offers Strategic Advisory Services as one of its premier services. We provide customers the opportunity to directly experience the expertise of our analysts for strategic insights and planned guidance which caters to their specific needs. From strategic business planning to defining the growth strategy we have unrivalled reputation for the reliability, accuracy and complete impartiality. Our advisory business services and advice have been trusted and relied upon by businesses of varied complexity. Rigorous business practices and methodologies ensure our customers can trust Benaka as their partner in growth. Some of the many services that form our main line up include:

# Thinking Ahead: Supporting the development of tomorrow's business and technologies, by innovative solutions and continually strengthening relationships. Today!

## Market Forecasting

Benaka is an innovative market forecast provider. Our consultants deliver comprehensive market assessments and forecasts that are reliable and mainly identify key market size, trends, business drivers, technology and challenges impacting your business, thus improving the overall capability of the business. Through extensive research, we glean valuable perspective from the decision makers who help shape the prevailing market trends.

## Competitive Analysis

Growing sales is a never-ending challenge. To remain comp-

etitive, one needs to explore all possible avenues for growth. Thus competitive analysis is one of the many services that forms the core part of Strategic services and something that our consultants have expertise on. Benaka has been providing customers with the most targeted competitive analysis that typically helps its customers stay on top of the industry with customized and personalized analysis. We can help you maintain detailed company profiling, competitor capabilities overviews, channels of distribution, analysis of strategic actions, implications. Our consultants' broad expertise includes development of

customized web portals and tools to track the competition daily.

## Customer Analysis

It is a well known truth that greater customer focus leads to increase in business and value to the customer. At Benaka, it is our continuous effort to provide a systematic way to take an in-depth look at customers and identify new opportunities to increase their business, thereby, contributing to the growth of the customers. While many companies think that they know their customers well, we at Benaka believe that there is always more to learn. Our goal is to provide great customer focus and assist our customers in

finding new opportunities.

## Opportunity Identification

Benaka helps its customers identify potentially compelling, yet often hidden, market entry points which will generate the fastest return on investment. At Benaka opportunity identification is a very critical strategic step which becomes the basis of the future business and profitability of the organization. This is accomplished through our proven expertise and framework which helps our customers realize the true benefits of their organization. The outcome of this process defines what can be

# Management consulting firm that focuses on helping clients to address business opportunities and challenges. We serve as a trusted adviser to the leading domestic, multinational corporations and Institutions across the world.

migrated as a process and the phases of migration.

## **Due Diligence**

Benaka dedicatedly performs due diligence and complete business analysis for customers that are looking forward to forming strategic alliance in the industry. As a premier due diligence consulting firm, our due diligence teams have extensive industry experience and are widely recognized as one of the leading management consulting firms. Benaka enhances client business decisions by collating a methodical understanding of technologies, logistics, corporate strategy and finance with the discrete ability to summarize

complex issues into concise, easily understood processes. Furthermore, our consultants can be relied on for their discretion in safeguarding your confidentiality and privacy.

## **Market Intelligence**

Developed by some of the best minds, our market intelligence services that provide complete view of the market using existing sources of information and are completely result oriented. These services can help our customers unlock the hidden potential markets. Benaka employs reliable tools and techniques of data collection and interpretation, we provide a comprehensive analysis of the product feasibility

analysis, socio-economic analysis, macro-economic environment and market scenarios.

## **Mission and Vision**

At Benaka we help clients build and refine their mission and vision statements as part of strategy engagements. Creating a sound mission and vision statement is the first step in building strategies that help clients to reach their full potential. Benaka gathers, assimilates and understand the philosophy's of the organisation, its leadership team, customers and stakeholders aspirations in statements that are also feasible, practical and sensible.

We also help our clients to define and redefine their vision, mission, values, customer approach and working methodology. Our mission and vision is to become a credible ally of our customer and contribute to their success with our high value services. It is always our continuous effort to ensure that we enrich our customers with unmatched value for service. The goal is align our goals with that of our customers and bring them to experience the difference.

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## STRATEGIC PLANNING

At Benaka, we truly believe that Strategic Planning is the foundation for sustainable operational excellence and highest customer satisfaction. As part of strategic services, Benaka offers a wide range of Strategic Planning Services, that provide the base for all the benefits that are related to the improved customer satisfaction and higher operational excellence. Poor strategic planning is as good as no planning. Our strategy services provide an insight into various processes and help customers plan ahead for a better service experience. Our services are a mix of proven methodologies that deliver excellence and ensure a benchmark to exceed the expectations for quality and return on investment. We have the ability to leverage a broad network of experts to bring knowledge to bear on a given strategic challenge. We look at situations from a holistic view and with a strategic perspective. We believe it is a way of thinking about issues. With each situation, we first evaluate the broader context to make sure that we are, addressing the right issues and at the right time. We maintain this "big picture" approach throughout the process in order to focus on the core issues, identify opportunities, and, in the end, add significant value for our clients.

Benaka's strategic planning process takes into consideration a number of critical factors associated with the service business including:

- The state of the organization, performance gaps and areas for improvement
- Market conditions that impact growth and service demand
- Service level targets necessary to meet customer satisfaction goals
- Resource requirements to meet projected service demand
- A review of the Service offering portfolio
- Service tools and systems to enhance efficiency and productivity
- Diagnosis of previous financials and projected financial plan for the organization

Some of the many benefits that our customers enjoy include:

- Define the organization's purpose and establish realistic goals and objectives consistent with organization's vision and mission.
- Ensures effective use of organization's resources.
- Provides the Key Performance Indicators that can be used to measure progress

### Business Planning

Benaka specializes in creating business plans that are well written, comprehensive and are the focal point of business ventures as they concentrate on attracting and retaining customers, which is the most crucial part of any business. Whether it is a start up or an established business, our business plans have the capability to not only aid the designing of products that fulfil the needs of consumers but also identify competitors and analyzes the organization's competitive advantage. Our detailed business plans will help

you create a roadmap for the future and help you outline the steps to reach your targets. They may cover the development of a new product, a new service, a new technology, a new operation procedure, HR policies, a restructuring of finance, the refurbishing of a factory or a restructuring of the organization. Business plans that identify and target internal goals, but provide only general guidance on how they will be met are called strategic plans. We specialize in:

#### Start Up Plans

Trying to launch a business without a startup plan is like taking a trip along a curvy,

mountain road without a map, driving at high speeds, while wearing a blindfold. We at Benaka, specialize in identifying challenges that can stall a business and further weaken its growth. Our start up plans are simply comprehensive and easy to understand. It typically consists of a narrative and several worksheets which together form a generic model suitable for all business needs. It is our belief that the real value of a start up plan is not just having a finished product in hand but the value also lies in the process of researching and thinking about customer's business in systematic way. We cherish the

act of planning that helps us think things through thoroughly. Sheer planning and hardwork have helped us help our customers create businesses that have gone ahead and made a mark in the minds of customers. That is a testimony to our efforts that we put in place.

#### Plans for Established Business

Just like how we devote ourselves to writing start up plans we equally relish assisting established businesses with their business planning. Whether it is the marketing plan or the operational plan or even the financial analysis, our

# Whether you need seed funding, private equity, venture capital, working capital, term loans or project finance we can help demonstrating your ideas through convincing business plan or detailed project report in a structured manner.

consultants at Benaka are extremely focussed and competent in providing ideas and plans that can transform a business a take it to greater heights. Likewise, whether it is seeking additional funding for an expansion of the business or to take advantage of an opportunity, we align our goals with that of our customer's and help them be where they want to be. Our business plans for the established businesses target the customer's customer and their competitors. We delve into marketing and operational details as well as financial targets like no other. Our business plans are carefully drafted, formally

documented, and are proofread thoroughly. To take the competitive advantage, come experience the difference.

## **Detailed Project Report**

In a fast paced business environment, competitive advantage becomes extremely crucial for the organization's performance. To avoid losing sight of the goals and compete with domestic and global competitors, organization try to manage knowledge both internally and externally to create and sustain a competitive advantage. Detailed project reporting thus becomes crucial in these circumstances. Benaka is a

reliable name in the industry for offering detailed project reporting services. We offer a wide range of services under this umbrella because we truly that the detailed project reports are essential building block in creating successful business and enabling sustainable quality service delivery. If you have a requirement for such service, you can rest assured that with Benaka as your partner for growth, the project reporting is always of high quality and standards. After all it is now your turn to experience the difference.

- Detailed Project Reports are prepared before investment is

made into project.

- Formulation of investment is based on the study made.
- The report is considered as a back-bone before taking investment decision.
- Detailed project report is prepared for the informed decision-making purpose during investment, and can also be used as a guide during project execution.
- It is a document for investment decision-making, marketing planning, financial plan and technology planning.

## **Benchmarking**

With a clear mindset of setting

# We have sound commercial acumen and deep insight into industry sectors and our detailed knowledge of issues that affect business processes such as technology, manufacturing, operations, marketing and finance.

standards, Benaka also specializes in benchmarking. For us at Benaka, benchmarking is clearly a method of identifying “best practices” by collating services and processes by which those services need to be delivered. Benchmarking measures and compares precise collective knowledge from successful and most famous companies to plot the route to best practices in all operational processes.

We help our clients through consulting, benchmarking and research to make continuing success a little easier to maintain. It has a unique best practices

view incorporating marketing strategies, organizational structures, policies, business processes, technology support and information about the effect on the business success. The detail levels and comprehensiveness of assembled best practices and performance values are unparalleled.

Our idea of benchmarking considers both internal as well as external experiences. After all we do believe that there is so much to learn from the outside world. We are adept at conducting systematic comparison of organizational processes and performance to create new

standards. We specialize in creating benchmarks of various types namely, internal, competitive, functional as well as generic. Our benchmarking activities include,

- Defining a clear scope of benchmarking
- Assisting our customers find the right benchmark partner(s)
- Determining measurement methods, units, indicators and data collection method
- Conducting data collection
- Analysis of the discrepancies
- Formulate the results and discuss implications / improvement areas and goals

- Create and implement improvement plans or new procedure
- Continuously monitor progress and plan ongoing benchmark.

## Best Practices

At Benaka, we strive to improve service development and delivery by applying an effective combination of business tools, processes, and methods. Simply by utilizing the industry benchmark data and key performance indicators, Benaka helps its customers collect and analyze their own data to identify the right combination of processes, tools and methods that provide greatest impact on their performance. Our core best

# Helping clients introduce new operational practices, benchmarking, best practices, business approaches that sharpen efficiency, enhance corporate image and improve financial performance.

practices include:

- Minimize operating costs by introducing optimization at the earliest phases of design.
- Avoid excessive/redundant "safety margins" and right-size to trim first costs.
- Benchmark existing facilities, track performance, and assess opportunities.
- Deploy business continuity plans and emergency succession plans
- Ensure that all facility operations staff receive site-specific training.
- Maintain transparency, accountability and disclosure at all levels.

# three

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## MARKETING AND GROWTH ADVISORY

### Product Management

At Benaka, we realize the benefits of partnering with our customers throughout the entire product life cycle. Collaborating with different teams we specialize in bringing out the product to the market. At Benaka product development is performed by a multi-disciplinary, cross functional team that is dedicated to building, operating and maintaining a product. Our robust product management practices ensure that delivery is a smooth process and we imbibe these practices in our methodology. We work as an extended team of our customers and this approach has helped our customers reduce the development and operational costs by a sizeable amount.

# Assisting local and multinational corporate clients in strategic planning, product planning, market diversification, strategies for restructuring and revival, financial management and business process restructuring.

Some of our product management best practices include:

- Higher Quality Deliverables
- Low cost of production
- Maximizing the outputs
- Maximum utilization of available resources
- Access to a wide range of skills
- Higher productivity and performance

## Customer Segmentation

Well-executed marketing programs drive up both revenue and profits. At Benaka, we have the expertise of dividing a market into discrete customer groups that share similar characteristics.

We truly believe that customer segmentation is a powerful means to identify needs of customers that not been met. We help our customers identify segments and outperform the competition by developing uniquely appealing products and services. It is just our way to simply tailor our offerings to segments that are most profitable and serve them with distinct competitive advantages. It is this prioritization, done by experts at Benaka, that helps its customers develop marketing campaigns and unique pricing strategies to extract maximum value from both high and low profit customers. As part of our Customer Segmentation services, we strive to:

Segregate the market into meaningful and measurable segments according to the needs of our customers.

- Determine profit potentials of each segment and line of businesses
- Aim segments that have a high profit potential.
- Analyze the revenue and cost impacts of serving these segments.
- Invest in resources to tailor products and service programs.
- Measure performance of each segment.

## Strategic Channel Management

Selling through channels have become a preferred subject for the corporates. Perhaps that's because technology has added so many channels to what was already available that companies must be even smarter about choosing which ways to sell their products and services. Channels have become stronger and more complex with the advent of e-commerce. These online channels appear to have less to do with the human touch and more to do with the use of technology, which can be both good and bad, depending on how companies use the channels to

# Thanks to our colleagues and stakeholders trust, who have helped us staying ahead of our competitors and to be more responsive to the changing customer needs.

service their customers. And it's customer preference that should determine which channels to use.

Benaka's software and services enable channel managers to implement, support, measure and optimize services throughout the demand chain. For us at Benaka, Strategic Channel Management is a process by which we create formalized programs for servicing our customers within a specific channel and provide a positive impact. Our clearly defined channel management strategy for various segments helps us become more effective within each segment. Our channel management goals, policies, products and programs are efficiently designed in such a way

that they maintain brand consistency across the demand chain which is critical to long term success of our customers. Our consultants truly understand and believe that the key to successful channel management is good balance between customization and brand consistency.

## **Growth Strategy**

While it is true that great ideas need great execution, we at Benaka also believe that to create sustainable growth, value must be created across a business system which can yield breakthrough ideas and improved performance. Stakeholders usually look the percentage of growth in cash flows, revenue, EBITDA and profits. This is

usually less painful than alternative methods such as cost reduction, manpower reduction, changes in ownership structure, capital structure in support of profit enhancement.

For us growth means creating and delivering additional value to the bottom line through new methods. People, processes and products are some of the critical sources of value that we utilize to provide competitive advantage to our customers. With customer care at heart, Benaka creates a unique customer value that helps our customers unlock their inner creative power and achieve results that are unimaginable, thereby making way for growth at all levels. Our growth strategy

tools focus resources on seizing opportunities for profitable growth. After all, we truly understand that for any business to survive growth is an imperative, not an option.

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