

## Broadpeak Consulting FZE

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Broadpeak Consulting ([www.broadpeak.co](http://www.broadpeak.co)) provides industry-focused consulting services to build public trust and enhance value for its clients. People around the Globe across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

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"Broadpeak Consulting" refers to Broadpeak Consulting RAK FZE.

### **Broadpeak Consulting**

Broadpeak Consulting is a management consulting firm that believes in providing industry focused services and solutions to help your business progress and prosper in today's competitive business environment.

### **Our Value Proposition**

Broadpeak Consulting believes in providing leading practice based practical solutions to complex business issues, by involving experts from different industries with understanding and experience in their respective service lines, thus enabling you to respond to business issues, which are critical to your organization. Our Value Proposition is:

**Service Line Specialization:** Broadpeak Consulting understands that in today's complex world you need specialists, who have extensive experience of working in a specific service line, to provide you with the appropriate consulting service that your organization requires.

**Industry Focus:** Broadpeak Consulting also understands that the business needs of each industry are different and service specialization alone is not adequate.



**Broadpeak**<sup>^</sup>  
CONSULTING

BUSINESS STRATEGY  
PRACTICE

# Broadpeak Consulting's Business Strategy Practice helps you determine the right strategic priorities for the profitable growth from....

**Broadpeak Consulting's Strategy Practice** helps you develop or appraise strategic business plans, in both deal and non-deal related situations, through a rigorous analysis of the business market environment and internal capabilities.



To be able to plan for a long-term, you require a business strategy that influences the performance of activities, that are:

- Different from those of the 'rivals'; or
- Similar activities but performed in a different way

This is reflected in an organization's Business Model and is a key to any organization's survival. In order to effectively implement the selected Business Model, it is important that the organization develops a deep understanding of:

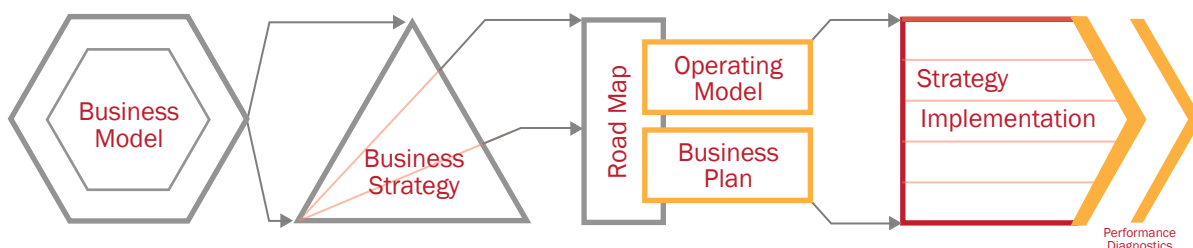
- The market in which it is operating, by focusing on and identifying:
  - ▲ Opportunities in the market
  - ▲ Threats from its rivals
  - ▲ Developments in the product or service
  - ▲ The regulatory framework across the economies, that it is operating in

- ▲ The substitutes which are threatening the existence of the product or service
- Its internal strengths and weaknesses.

Broadpeak Consulting helps organizations in not only defining their 'Business Model', but also in conducting its 'Strategic Assessment' and articulating the 'Business Strategy'.

Success of a strategy lies in its implementation. Research by Gartner shows that over 70% of change projects fail to deliver expected benefits. Failures in achieving benefits are not because the solution was wrong; in-fact, in most cases the solution was right. The failure has largely been due to the poor implementation and lack of focus.

Broadpeak Consulting provides Strategy implementation and performance diagnostics, that will enable you to maintain that focus. Details of which are on the next page.



# ***...identifying deals and enhancing value to putting in place mechanisms to facilitate maximum return***

**Commercial Due Diligence:** This involves a comprehensive review of the organization's business plan in the context of projected market conditions, the industry as well as its competition. Financial due diligence findings and conclusions are also considered so that the conclusions are holistic and provide an integrated view across all aspects of a transaction.

**Business Model:** Broadpeak Consulting helps organizations define and refine their Business Model after conducting detailed brainstorming sessions, where strategic management of your organization and members of Broadpeak Consulting's 'Panel of Experts' participate.

**Business Strategy:** Broadpeak Consulting assists organizations develop and refine their business strategy after conducting a comprehensive analysis of the market and internal capabilities.

Working alongside your organization's executives, we define or refine the 'Mission and Vision', the business model and ascertain strategies required to enable them.

**Strategic Roadmap:** Broadpeak Consulting works with you to develop a detailed roadmap for the implementation of the identified strategic initiatives.

We can provide assistance in effective implementation of various components of the roadmap or effective management of the implementation.

**Operating Model:** Following definition of the Business Strategy, we also assist in reassessing current operating model and defining an operating model that effectively implements the Business Model, as well as Business Strategies.

**Business Plan:** Broadpeak Consulting also helps organizations, convert their business strategy and operating model into a Business Plan, across a range of scenarios. The scenarios are defined on the basis of economic outlook, competitive landscape and the capabilities of the organization.

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**Strategy Implementation:** Broadpeak Consulting's 'Panel of Experts', enables it to effectively assist clients in implementing their business strategies and enhancing their capability to differentiate themselves.

**Performance Diagnostics:** Rapid assessment of your positioning and opportunity for improvement is one of the most important aspects of the strategy. We have dedicated teams specialized in different sectors to identify improvement opportunities and to suggest action plan across strategy, structure, people, process, information and technology service lines.