



Case Study

Business strategy development

Business Owner Solution

Sector: Logistics and supply chain
Enterprise Size: R50m+
Project Duration: 12 months

Introduction

Our firm engaged with a leading new company in the logistics and customer delivery sector. The client was looking for strategic advice on how to successfully scale their business to meet the myriad challenges facing a small business in South Africa. The business required an objective and independent business professional who had deep expertise in raising finance and concluding transactions.

Objective

The key challenges faced were how to translate immediate success into a sustained business capable of meeting the growing demand for their products and services.

As a successful start-up the client experienced cash flow and funding challenges to take their business into the next phase of its development.

Our approach

We performed a full business assessment that included analysis and suggestions related to operations, finance and risk environments.

We spent time with the client getting to understand what makes their business different from all other businesses.

Work performed

1. Determined how the client wanted to compete in the marketplace.
2. Defined the strategy and set budgets for the upcoming year.
3. Developed processes and support structures with the Business Owner to allow existing employees to become shareholders.
4. Provided advice on various mechanism for creating reward mechanisms for staff.

Outcomes achieved

- Detailed business assessment
- Strategy development
- Marketing strategy and tactics
- Valuation of the business
- Transaction advice and assistance
- Budgeting
- Business modelling
- Interaction with third parties such as business incubators and accelerators
- Raising capital.
- Decisions regarding allocation of capital.

Client feedback

“I found the thought-provoking and challenging sessions have played a part in guiding me up the ‘entrepreneurial’ mountain. The rigours of the programme’s personal and strategic insights have certainly helped me avoid some potentially unstable ground. Just as any mountain climber needs a partner to reach his goal; entrepreneurs also need the right partners to work along-side them.”

For further insights and our services or visit www.addisoncomline.co.za

About Addison Comline

Addison Comline provides insight, advice and direction to senior executives, business owners and shareholders with an emphasis on high-impact, value-enhancing work that is clearly understood and supported by our clients.

Our services include corporate finance, legal and business-owner solutions, for example share structures, incentive structuring and succession plans.

Our custom designed solutions help clients achieve their business and financial goals.

Areas of expertise

Corporate finance

Providing access to funding sources, capital structuring solutions and enhancing investment decisions.

Legal services

Corporate & commercial legal services including contractual negotiation, drafting, vetting and management; M&A transactions; corporate structuring and corporate finance; private equity & Financial transactions; personal client estate structuring and wealth management and corporate governance.

Business-owner solutions and services

Advice, assistance and help for entrepreneurs and owners of business who require specialist solutions to enhance and realise sustainable value within their enterprise as well as for themselves.

Contact details

Telephone +27 (0) 10 005 3277
Email info@addisoncomline.co.za
Web www.addisoncomline.co.za



ADDISON COMLINE