



**KOMPANIGROUP**

GET AHEAD. STAY AHEAD.



# BUSINESS OPTIMIZATION SERVICES

*The Pro-Active Path to Success*



ANALYSIS



PLANNING



IMPLEMENTATION



RESULTS



# A NEW SCHOOL OF THOUGHT FOR ALL BUSINESS TYPES



Competition isn't anything new. It's been around since the beginnings of commerce. Ever since a caveman first bartered three antelope for a wheel, there's been someone willing to sell that wheel for two antelopes instead. What has changed is the enormity of the marketplace. Early shopkeepers needed only to worry about their immediate neighbors in the same town.

Now, it's a global enterprise, whether you've planned for it or not. So now, the challenge isn't just about pricing or production costs, but also some trickier aspects such as:

- **QUALITY & PERFORMANCE**
- **PERCEIVED VALUE**
- **BRAND RECOGNITION**
- **CUSTOMER LOYALTY**
- **MARKET PRESENCE**
- **AND MORE.**

The challenge most businesses find with these concepts is that they're just that — concepts. In most cases, there's no hard-and-fast criteria that evaluates all businesses, products, and services on the same level. What would count as a success for one company may mean utter ruin for another. It can be purely subjective, which also means it's very easy for companies to fall into the trap of self-think — defining their own scope of 'reality' and then bending the results to match that view. **That's when a team that provides *Business Optimization Services* proves very useful.**

# CLASS IS IN SESSION

Unlike the days of business consulting where a former executive or top producer would seek to remold a company under their “own proven technique” for growth, or generating more business, modern-day *Business Optimization* is a much more tailored approach.

- **Experienced thought leaders** from a number of related fields come together to analyze a specific company to find out what’s working well, what’s not, and how to improve both.
- **The team-oriented evaluation** offers a more holistic view of what’s going on with the company and its marketplace — considering such disciplines as finance, marketing, production, supply-chain, operations, human resources, and more.
- **An outside perspective ensures** the proper amount of neutrality — and very necessary realism — as part of the equation.
- **Initiatives are created based on** the company’s stated objectives (growth, increased sales, expansion to new markets, etc.) as well as those the company is best positioned to achieve both short-term and long-term.
- **Each effort is designed to impact** and benefit others in the strategic process so that real progress is made internally and externally.
- **Benchmarks and metrics are established** to measure results and provide real insight into which efforts are successful, which may need further refinement, and which are not proving effective.

With true *Business Optimization* there’s no “take it or leave it” or “one size fits all” scenario, nor is it a one-time journey from Point A to point B. It’s a constantly evolving relationship with a team that has:





# EXPLORING THE OPTIMIZATION TOOLBOX

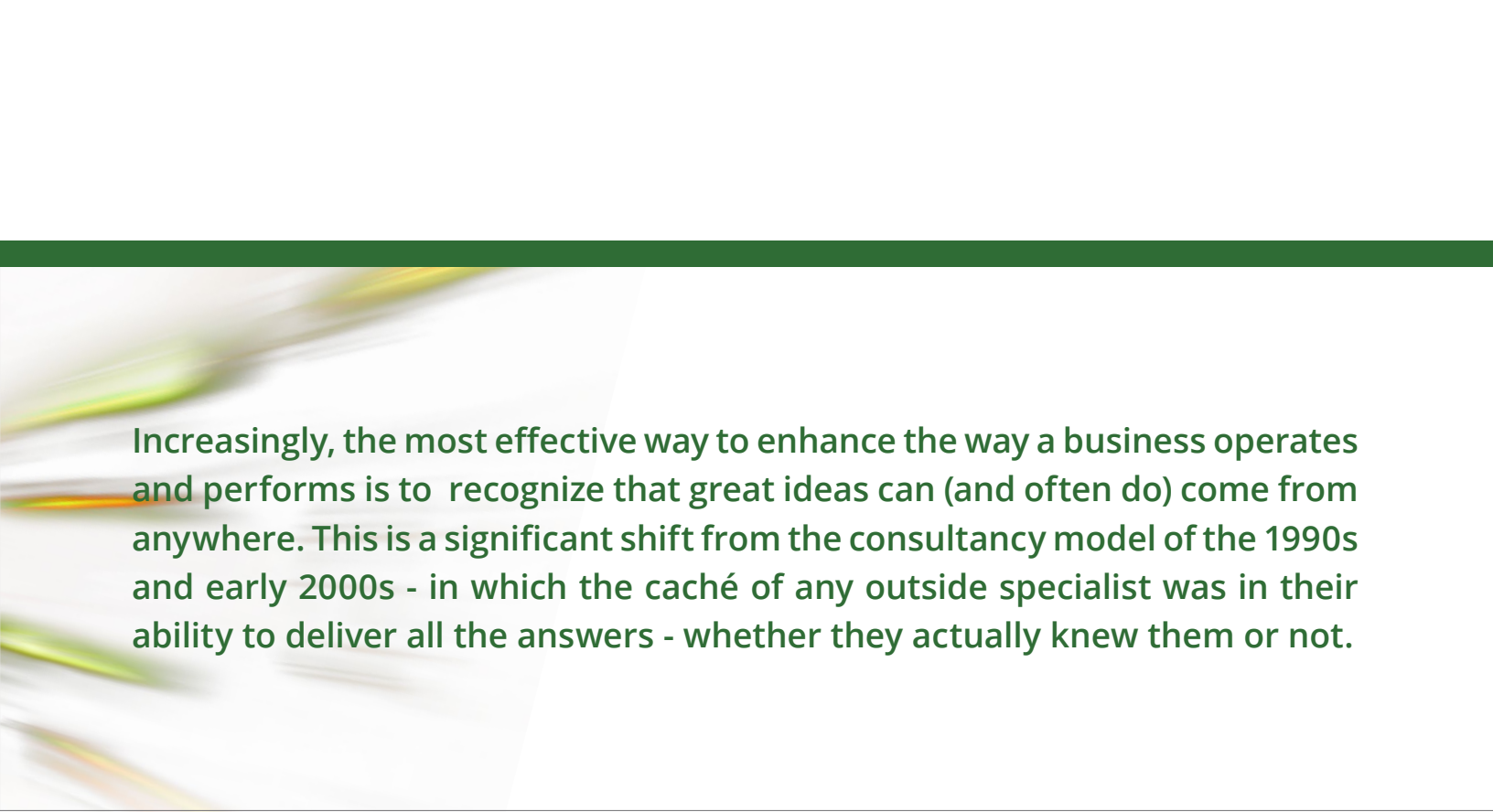


Kompani Group prefers a best-of-breed model that allows for adaptability within our own team as well as the ability to loop in specialized talent and expertise precisely when and where it's necessary. It also means leveraging technology solutions that already exist, as opposed to taking on the unnecessary expense of custom development.

As a virtual company, with a team of talented people spread across the world, we depend heavily on technology to keep us connected and efficient. To that end, we like to find technological solutions that allow us to be in any particular location, or work with any particular device type.

Almost everything we use is operating system agnostic and lives in the cloud, which makes us more productive, both individually and collectively, and provides insights that serve our clients well and empowers them to move forward.





Increasingly, the most effective way to enhance the way a business operates and performs is to recognize that great ideas can (and often do) come from anywhere. This is a significant shift from the consultancy model of the 1990s and early 2000s - in which the caché of any outside specialist was in their ability to deliver all the answers - whether they actually knew them or not.

#### Some of our favorites include:

**VOIP PHONE SYSTEMS :** providing incredible connectivity and mobility at home or on the go, without the need for multiple devices

**ONLINE PROJECT MANAGEMENT :** more effective than trading emails and phone calls, with real-time anywhere access and project history

**CLOUD-BASED FILE SHARING AND STORAGE :** along with collaborative benefits, automatic backup, and centralized storage are key to fluid workflow

**OPTIMIZED HOSTING AND NETWORKING :** serving your digital content as quickly as possible, no matter where the user originates in the world

**ONLINE DIGITAL TIME TRACKING :** transparency in all efforts with connection to accounting and project management tools

**COLLABORATIVE CRM SYSTEMS :** integrate communications, sales, tasks, reporting, into a single interface with ease

**NEXT GENERATION E-COMMERCE :** ready-to-run retail platforms that require minimal start-up time and maximum functionality

#### Currently, our Strategic Toolbox features well recognized brands including:

**WordPress, Insightly, BaseCamp, HighRise, Olark, join.me, Quickbooks, Google Apps, Google Analytics, Magento, 3dCart, Shopify,** various email marketing and social media tools, and of course, many of the **Microsoft** family of products, among numerous others.

The real value this technology brings to our Strategic Consulting offering is that they can be implemented directly into any organization.

This, in turn, transforms the companies we work with into strong, aware, tech-savvy businesses



# WHEN TACTICS SUPPORT SALES




Every business wants more sales. And most businesses are willing to work as hard as necessary to get there. That doesn't mean, however, that the only solution is making more cold calls and hiring more salespeople. What if, in the same number of hours, your existing sales force could secure larger orders or more long-term contracts from your best customers?

Imagine being able to hire more staff for new business efforts while also setting up an internal structure that rewards your strongest salespeople with long-term and high-volume clients. Newer hires or trainees can still make an impact on the bottom line with introductory-level sales. This is just one way that a business optimization approach can influence sales in an increasingly positive upward trend. A few other ways to influence performance are:



And the effect often works in reverse as well. It all comes down to one word: **Results**. Those really wishing to take a business to the next level are absolutely ready and willing to track and measure results. In fact, in most cases, they'll insist upon it. Why? Because good or bad, growth only happens when the outcome is indisputable. It's a cornerstone of the Kompani Group method that makes abstract concepts like quality, value, brand loyalty, and market presence a lot more concrete for the companies with whom we work.

# YOUR BUSINESS FUTURE... IN GOOD KOMPANI



That level of certainty is something we've had great success offering our *Business Optimization* clients. We've adapted our approach across traditional retail, B2B, direct-to-consumer, digital and a number of different business platforms — with the same guiding principle of results.

We've also helped companies realize that fine tuning a business from the inside out serves a multitude of purposes. Succession planning, transition planning, remaining relevant in a shifting marketplaces - optimization is an integral part of these maneuvers.

Stagnation simply isn't an option anymore. Wait for the pendulum to swing back to your way of doing things, and someone is likely to swoop in and do it your way — but faster, or cheaper, or with more relevant branding. And that's if the pendulum swings back at all — which the past few decades have largely shown is not the case. Businesses wishing to successfully pivot to new or emerging opportunities are more apt to do so when armed with a solid plan for achieving their individual end goals.

From a unique floral design brand with an exciting new technology for making fresh flowers last six months or more; to a brand-new technology that uses the wind to protect roofs instead of destroy them; to an established clean energy company ready to specialize in solar — we've helped infuse companies with the knowledge and talent to take them to the next level.

... and we can do the same for you.

**Simply get in touch with us to get the conversation started.**

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