

*Sound decision-making based on factual analysis is key to business success. A company's performance is inextricably linked to leadership's ability to identify, accurately evaluate and act on various opportunities in an increasingly competitive, ever-changing and global business environment.*

Today, many CEOs, investors, general managers, and sales and marketing executives struggle to answer the following key questions:

- *How do we successfully sustain competitive advantage in today's marketplace?*
- *How should we respond to changes in customer and competitor behavior?*
- *What is the best way to increase revenues and decrease costs to improve overall profitability?*
- *Which new products or markets are top priorities for growth? Which business lines should we exit?*
- *How profitable are key customers, products and sales channels? What are our marketing and pricing strategies for each?*
- *Should we consider an acquisition or strategic alliance to achieve broader reach and scale?*
- *What are the action steps and organizational changes required to successfully implement new strategic priorities?*

Alvarez & Marsal's Strategy and Corporate Solutions team is comprised of dedicated, seasoned management consultants, who bring a fact-based, hands-on approach to identify and quantify opportunities to improve competitive positioning and enhance the bottom line. We collaborate with management teams and investment firms to assess existing strategies and business plans, perform due diligence on top-line projections of acquisition targets, and gauge the effectiveness of current product marketing efforts. With our innovative Strategic Value Assessments, A&M professionals rapidly identify ways to improve revenue and lower costs. We develop and implement plans to quickly realize greater profits. We also help lead companies through mergers, acquisitions, divestitures and outsourcing initiatives. Our professionals bring insight and passion to your most complex strategic challenges.

### THE A&M ADVANTAGE

Alvarez & Marsal (A&M), a leading independent global professional services firm, provides an entirely distinctive

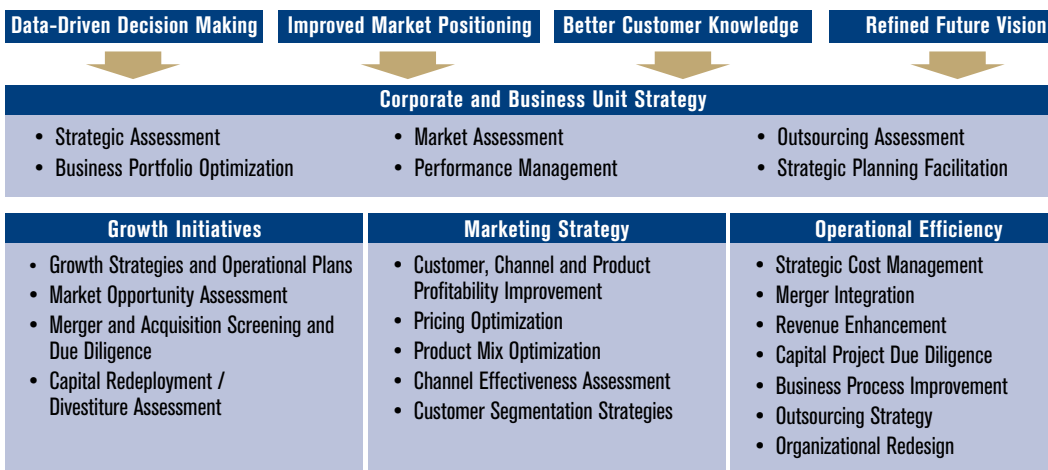
approach to working with clients – a program we call *Rapid Results*. This action- and results-oriented approach, honed from an operational heritage spanning 25 years, drives and accelerates profitable growth and performance improvement for immediate impact.

Unlike other consulting firms, A&M professionals do not offer theoretical strategy presentations based on the latest corporate trends. We develop independent analyses on the current business and markets in which you compete. Drawing on our firm's operational heritage and significant experience in management roles, we deliver action plans that can be executed, and as necessary, assist with the implementation of those plans. A&M Strategy and Corporate Solutions professionals are qualified experts, with lead consultants having an average of 15-25 years of experience. We bring a unique combination of top-tier strategy consulting skills and practical corporate expertise to every situation.



With our innovative  
**Rapid Results**  
Program,  
A&M professionals  
quickly identify ways  
to improve revenue  
and lower costs.

## OUR SERVICES



## SUCCESS STORIES

### Construction Materials Company

The new CEO of a privately held construction materials company called on A&M to independently assess the major strengths and weaknesses of the company's divisions, as well as to pinpoint opportunities for and threats to maintaining a competitive advantage. Working with management, A&M quickly assessed and prioritized strategic alternatives to major business challenges and opportunities, including investments and exit options, and developed detailed financial models and capabilities assessments for each scenario.

A&M ultimately assisted the company's management team with the implementation of action plans and performance scorecards, allowing the company to improve the efficiency of its operations, divest unprofitable business lines, execute new strategic priorities and develop a better understanding of how to identify profitable growth opportunities in the future.

### Fashion Accessories Company

A&M was engaged by the Board of Directors of a leading fashion accessories company to perform a strategic review of its business plan and to identify profitability improvement initiatives. As a result of A&M's involvement, the company rationalized unprofitable, low volume SKUs to reduce cost, improved the profitability of mass channel accounts through better pricing and channel management, improved organizational alignment to reflect strategic priorities with emphasis on the customer and developed a plan to optimize its international business units.

## ABOUT ALVAREZ & MARSAL

Since 1983, Alvarez & Marsal has set the standard for working with organizations to solve complex problems, boost operating performance and maximize value for stakeholders. A leading independent global professional services firm, A&M draws on its deep operational and turnaround heritage to help companies across the industry spectrum improve operating and financial performance, and to navigate business, litigation and tax matters with speed, responsiveness and unmatched quality.

Whether serving as business advisers or in interim management roles during periods of change or transition, A&M stands for leadership, problem-solving and value creation. A&M clients range from multinational to middle-market companies around the world that are both publicly held and privately owned. With a bias toward action, implementation and results, Alvarez & Marsal professionals serve large and mid-cap private equity firms, company management and boards and other stakeholders aiming to drive sustainable results up and down the balance sheet.

A founder of the modern day restructuring industry, Alvarez & Marsal has been honored numerous times by the Turnaround Management Association and has been recognized as one of the Best Firms to Work For by *Consulting* magazine.

For more information, visit [www.alvarezandmarsal.com](http://www.alvarezandmarsal.com)



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