

Growth Management Services: *Helping you define your company's future*

LEVEL I — Basic Diagnostic and Pre-Planning Tools

The future can be unpredictable. Your business doesn't have to be.

Our hands-on Growth Management consultants work directly with owners and senior executives to draw a new map that will keep their company ahead of the curve. We examine their operations, clients, market trends and competitors, then work hand-in-hand with their people to design, build and implement the planning, business systems and technology management tools they need to give their company a solid advantage over the competition and continuously improve their ability attack new markets.

Business Overview

This is the first step to breaking a stagnant business cycle or assessing your company's readiness to enter new markets. The business overview can be an early warning system for change management. It identifies the constraints that can impact the value of your business and outlines the steps needed to put you back in control and stimulate business proactivity.

Strategic Review

Reorienting a business to take advantage of new opportunities can be complicated and traumatic to an company. Can you finish what you start? That is the central concept behind the strategic review. We facilitate an interactive business session to help you identify the resources you will need to reshape the way you do business. A Strategic Review brings critical marketing, organizational, finance, operations management and time planning issues into focus and it is a cost effective way for your management team to test, assess and pre-plan the application of new ideas and business methods.

CMC's Growth Management experts facilitate continuous improvements in company performance. Our services follow a building block method for consistently evaluating your business environment, gauging your market position and presenting your company in the best possible light. We use practical diagnostic and planning tools to enhance profitability and expand your marketing options.

Whether you require an objective evaluation of a new business idea, are considering market expansion or are looking for capital to secure growth, you need a trusted adviser, a good strategy and a solid plan.

CMC Professional Business Advisers maintain a high-performance, enterprise-wide perspective focused on achieving rapid and significant bottom-line impacts. We provide the resources you need to take advantage of new opportunities and improve your responsiveness in today's dynamic business environment.

Success takes more than keeping your eye on the competition...

...you have to de□ne new horizons.

For more on **Growth Management Services**, visit CMC's website under "Our Services."