

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

LEVEL II — Advanced Diagnostic and Strategy Development 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.

SWOT Analysis

All companies have (S)trengths and (W)eaknesses; every business sees (O)pportunities and faces technical or competitive (T)hreats. How does your company measure up, and how should you respond to shifting demands in your market? The SWOT analysis identifies your core competencies and highlights the critical areas that impact your operational effectiveness. A SWOT uncovers the true potential of your company, targets immediate improvement areas and enables you to visualize a bigger future for your business.

Enterprise Analysis

Where is your industry heading? What do your customers think about you? How should you attack the competition? Which economic forces have the greatest impact on your business? An enterprise analysis is a powerful strategy identification tool and is the strongest driver for the strategic planning process. This analysis examines your finance, operations, marketing and organization areas, and provides a detailed assessment of your business. It is intended to help you understand your industry better than your competitors, identify unfulfilled customer needs and define the key areas in your company that offer a sustainable advantage. An enterprise analysis establishes your strategic priorities, assesses risk, identifies "best options" for your business and determines the timing and resources required to achieve success.

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."