

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

## LEVEL III — Business Enhancement and Implementation Tools

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### **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.

### **Strategic Planning**

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A Strategic Plan clarifies your corporate mission and vision and redefines the future of your company. It sets the stage for developing a sustainable competitive advantage. Our strategic planning process starts with a current state evaluation of your company's financial, marketing, operating, organizational and competitive condition. Clearly formulating a set of development options, action plans, budgets, timetables and business projections, it tailors an optimal future state model of your business. The result is a comprehensive plan to strengthen your company's competitive position, improve capital allocation and meet your corporate goals and objectives.

### **Business Planning**

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What are you going to do and how will you get there? A Business Plan is the detailed implementation guide for your company's Strategic Plan. Comprehensively covering corporate objectives, accountabilities, performance goals, actions and timetables, including budgeting details and P&L projections, it builds management consensus and aligns company efforts. Designed to match operating results to realistic management goals, it provides a benchmark for change management activity. Implementing a solid business plan can result in a 20%-30% increase in corporate value. A good business plan defines a clear course of action for the future and can improve management and staff communications.

**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."