

# Strategic Alternative Identification – Leading Industrial Player



# SITUATION

## Growth Acceleration Challenge

A leading industrial player was looking to accelerate growth in the core and outside of its core

## Comprehensive Scope

Scope included analyzing the existing business unit to understand the underlying business fundamentals, its growth potential and association with company's long range plan

## Strategic Engagement

Client engaged Ichbiah and Company to review business unit and provide strategic alternatives for the business

# SOLUTION

## Review of the business unit performance:

- Analyzed internal business unit (B.U.) historical performance and long-range plans
- Interviewed leadership to understand strategic and financial goals
- Analyzed the associated end market trends to correlate with BU future plan and Combined internal data with market intelligence (industry reports, expert interviews, macro economic conditions) and own analytics, to build "bottom-up" sales and profit forecasts

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## Isolated product segments and services dragging the overall unit profitability:

- Assessed each product and service performance of B.U. to segregate performer from freeloader
  - Analysis accounted for market growth, competitive landscape, product pipeline, and customer satisfaction/retention

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## Provided recommendation on BU outlook and retain or exit the business



# OUTCOMES

## Strategic Alignment

Provided the client perception of the BU alignment with overall company vision and strategy

## Future Potential Assessment

Shared understanding of the future potential of the BU and recommended the exit from the business