



Ashdale

Business Consulting

ANALYSIS

INSIGHT

STRATEGY

I help my clients **sell more, charge more** and **lower costs**.

Having been a client myself I understand you always have **more things which need doing** than you ever have time for. Sometimes you also need **additional skills** or **experience** to complement those already in your organisation.

Sound familiar?

That's where help. I provide an independent flexible resource to draw from on just those occasions.

I work across a range of different industry sectors providing **analysis, insight** and **strategic thinking**, however I specialise in helping the UK alcohol and hospitality sector.

AREAS OF EXPERTISE

These include the following:

- **Size of the Prize – Strategy**
Creating beer market volume & value forecasts to identify **areas** for future **growth**
Developing alternative scenarios to **deliver** a range of different levels of **profit**
- **What's Happening – Insight**
Understanding **consumer & customer trends** to anticipate **future needs**
Looking at **market & category dynamics** to put company **performance** in **context**
- **Winners and Losers – Analysis**
Evaluating **own brand** performance to identify **strengths & weaknesses**
Analysing **competitors brands** and categories to identify **opportunities & threats**
- **Action Based Reporting – Other**
Simplifying reporting to enable management to make **better** informed **decisions**
Re-negotiate agencies contracts to **improve service** levels & **value for money**

For more details on how I have helped other clients please visit my website...

www.ashdale-consulting.com

MY APPROACH

My approach is all about building partnerships and collaborating with clients to help them make better and more **profitable decisions**.

I can provide support on a consultancy, interim or full-time basis. I also have a network of experienced associates to draw from should individual projects require that.

Organisations and brands I work with include:



For more information on how I can help you sell more, charge more and lower costs
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