

## Where will tomorrow's profits come from?

- New opportunities or gaps in the portfolio
- Areas of growth & headwinds
- New routes to market & price options
- Brands to focus on or de-list

"We would like to live as we once lived, but history will not permit it"\*

## Benefit from my industry insight and knowledge to make your business more profitable...

### Options

- ✓ **Project by Project**
  - specific deliverables
- ✓ **Retainer**
  - adding value 1 or 2 days per month
- ✓ **Ad-hoc**
  - as and when you need a boost
- ✓ **Interim**
  - maternity cover or other vacancies



### Helping Cider Makers...

#### Size of the Prize

- Strategy

- Creating cider 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**

\* John F Kennedy 1963

## Helping Cider Makers Sell More - Charge More Lower Costs

Project by Project

Individual  
Quotes

Retainer/Ad-hoc/Interim

Day Rates  
Apply

One size never fits all so my approach is to be as flexible as possible to best meet my client's needs

For more information contact:

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