



# Ashdale

## Business Consulting

**ANALYSIS**

**INSIGHT**

**STRATEGY**

Helping businesses operating in the UK alcohol and hospitality sectors **sell more, charge more** and **lower costs**.

With extensive experience within the industry I understand there are always **more things which need doing** than you ever have time for. Sometimes this may mean you need **additional skills** or **experience** to complement those already in your organisation.

**Sound familiar?**

That's where I can help by providing an independent flexible resource to draw from on just those occasions. I work with businesses of all shapes and sizes providing **analysis, insight** and **strategic thinking**.

### AREAS OF EXPERTISE

These include the following:

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

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

[www.ashdale-consulting.com](http://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**.

This can be 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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