

2010

Finding Growth



BIG
RIVER

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Meeting modern business needs

	People
<ul style="list-style-type: none"> • Make a difference 	
	Process
<ul style="list-style-type: none"> • Flexible technology that can help employees 	
	Knowledge
<ul style="list-style-type: none"> • Successful integration of people knowledge and technology 	
	Budget
<ul style="list-style-type: none"> • Return on Investment 	

Big River Solutions has been providing B2C organisations with outsourced business development skills since 1997. We specialise in extracting the value within business operations, teams, knowledge silos and budgets by using innovation, experience and creativity. By using generic category development tools we reshape your business to be more productive, seek new markets or sweat the asset more. Our pedigree lies in providing category management plans, tools and tactics for the food and grocery industry. We work across the chosen industry gathering information, data, trends and facts to develop deliverable pragmatic category management solutions for our clients. We ensure that a strong return on investment is one of the agreed key performance indicators.

We build relationships between the consumer and the brand at the point of purchase. We are a consultancy who promotes joined up planning,

allowing individuals and functions to actively go in the same direction.

Our process begins with a clear understanding of what the customer needs. Our job is to help the consumer, retailer and manufacturer to meet each other's needs and to build propositions that meet demand.

Our Mission Statement

- *To provide service excellence, product value and technical superiority for our customers enabling them to exceed their business objectives.*
- *To deliver the leadership, experience and resources to impact, change and grow our customers' businesses.*
- *To provide our staff with a challenging, innovative and rewarding environment in which to develop their potential.*



Advantages to using a business consultancy are:

- Financial cost savings
- Increased productivity
- Managed resource
- Flexibility to change
- Flexibility in verifying the level of resources according to demand
- Client companies are able to focus on core competencies

A business development consultancy enables your business to deliver projects “cheaper, quicker, deeper”, and with a better return. The project tasks a group of people to deliver against specific criteria without the consequences of increased costs to your business.

Consultancies allow companies to manage the roll-out of new opportunities, drive core business and implement new technology and techniques, without impacting on core business performance.

People Development

The ENDOXA way™ is a methodology designed to promote embedded practices and behaviours that grow business. The objective is to leave your teams leaner, meaner and fitter to survive. We leave behind skills, tactics and tools that increase client performance

The Endoxa way™ programme has been designed to help you and your team to maximise trade marketing knowledge, skills and strategies.

Endoxa encapsulates the various skills and tools businesses need to get through the challenges faced today. The programme presents information and data to allow you to maximise key decisions, plans and tasks required to deliver on primary assignments.

Endoxa is a four-quadrant programme that is easily read and understood. Each quadrant contains a series of scenarios that challenges your initial reaction and provides a framework for future reference.

The final outcome should be for you to challenge your current rule book. This is theme we will come back to time and time again, so don't worry if this sounds implausible. As we break down the programme and work throughout the assessments you will retain what is important for you today and in the future of the category legacy.

Our anchor point is that the only certainty is change and change is good as long as it's planned.

The Endoxa way™

The Endoxa way™ programme allows teams to access strategic business development information and analyse output and events. Below are a list of services we provide business today.

- | | |
|---|---|
| <i>Business Intelligence</i> | <i>Competitor Analysis</i> |
| <i>Vertical Market Segmentation</i> | <i>Interim Sales Force</i> |
| <i>Development of Category Strategy, Vision and Drivers</i> | <i>Sales/ Customer management issue resolution, training and coaching</i> |
| <i>Interim Sales and Marketing Management</i> | <i>New product launch support</i> |
| <i>Development of channel/customer strategy and plans</i> | <i>Brand Activity/ promotional evaluation/delivery</i> |
| <i>Project Management Category Planning</i> | <i>Change Management Education and Training</i> |
| <i>Supplier Management</i> | <i>Cost Analysis</i> |
| <i>Budgeting</i> | <i>Return on Investment</i> |
| <i>Process Management</i> | |

Big River Solutions takes Customer Relationship Marketing to another level, one of a more intimate relationship. Our ‘concierge’ strategy is centred on four brand values:

Relationship – Retrenchment – Relevancy - Rewards



Knowledge, Experience, Intelligence

We provide clients with an agile response to market demands. We assign experienced project teams, for the short and long term across Europe and the UK. We also supply our clients with Interim Managers, to meet shortfalls in business resources or skill gaps.

Pivotal to our approach, is the identification of your core business assets and strengths. We believe by developing these to optimise sales, margin or both. One of our biggest differentiators is the expertise of our staff. We don't boast about our human assets, we let them speak for themselves.

We use proven people, and proven methods, to meet the assignment objectives. We believe in delivering against achievable strategies that meet the demands of your operation. Business development is the kernel of a growing business.

Once established, this platform enables a business to identify and develop products and services, to deliver against a gap in an existing market, and sustain further business growth. Our belief is that expanding companies will need to turn customer information into customer knowledge. In this climate companies will need to become proactive marketers by anticipating customer requirements, using technology to simplify consumption and representing the customer within the enterprise.

Every contact point is a serviceable opportunity – a medium for delighting your customer.

Companies requiring proven and innovative ways to develop new markets, or who need to drive market share and increase sales revenue choose Big River Solutions time and time again. Big River Solutions has been delivering against agreed assignments since 1997. In that time we have developed a solid reputation for integrity and performance.

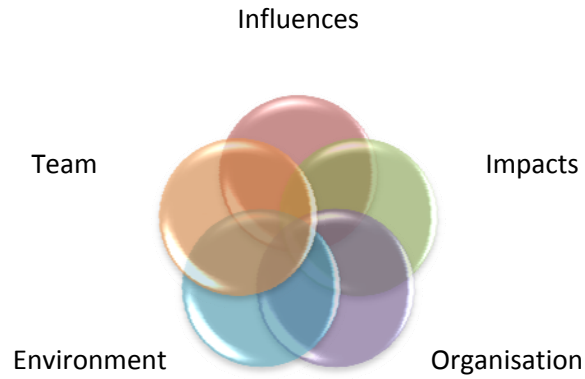


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Portfolio of Services



Influences

- Economics*
- Markets Conditions*
- Competitors*
- Customers*
- Legislation*
- External Stakeholders*
- Shareholders*
- Technology*

Impacts

- Trading Decisions*
- Share Trade*
- Profitability*
- Market Share*
- Investment Decisions*
- Development*
- Customer Relationships*
- Stakeholder Relationships*

Organisation

- Core Values*
- Fundamental Relationships*
- Mission*

Environment

- Strategic Plan*
- Main Objectives*
- Performance Indicators*

Team

- Performance Measures*
- Culture*
- KPIs*
- Team Dynamics*
- Organisational Structure*
- Management Process*
- Policies and Procedures*
- Organisational Systems*

- Performance Outcomes*
- Talent Management*
- Employee Engagement*
- Workplace Health*
- Public Image (company)*
- Productivity*
- Organisational Reputation*

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To find out more about how we can help your business grow contact



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