

SPG Strategic Partners Group

Business Development and Growth Management

Case Study # 7

Southeast USA Marketing and Distribution Company and European Manufacturer

Business Development and Growth Management Consultant assignment for North Carolina based marketing and distribution company affiliated with premium European furniture manufacturer relating to exclusive USA and Mexico licensing rights.

Early Stage Development Situation – After procuring the exclusive USA and Mexico licensing rights, Thomas Kirkpatrick/SPG was engaged by the Company’s shareholder group to develop a short-term and immediate-term operating plan and business model timetable and execution steps and to develop and coordinate a capital raising and financing plan for the Company.

SPG Action and Results

Upon meeting with the European manufacturer representatives and the Company’s management team to establish the parameters and timing of distribution, Kirkpatrick/SPG proceeded with the one-year advisory assignment and development and execution of the following foundational and operational items:

- Preparation of strategic operating plan, along with detailed timetable “to-do” matrix’s covering all marketing, sales, operational and financial areas to lay out timing, action steps and execution parameters in line with strategic goals and objectives of the business.
- Coordination and preparation of private placement memorandum (“PPM”) and documents, along with outside securities attorneys to initiate and successfully conclude raising the investment capital needed via private equity market.
- On-going advisory role in crafting, implementing and executing various business steps and performances, strategies and working with the Company’s management team and the European manufacturer in developing marketing and sales plans, USA operations and distribution opportunities.
- Development and implementation of a “business functional reporting format” to provide Company management a reporting system that furnished monthly and quarterly analysis of operations and the foundation for forecasting and monitoring of profitability in line with the strategic plan of the business.

Upon completion of its early stage development, the Company and the European manufacturer progressed to successfully launch its products into the licensed USA and Mexico territories.