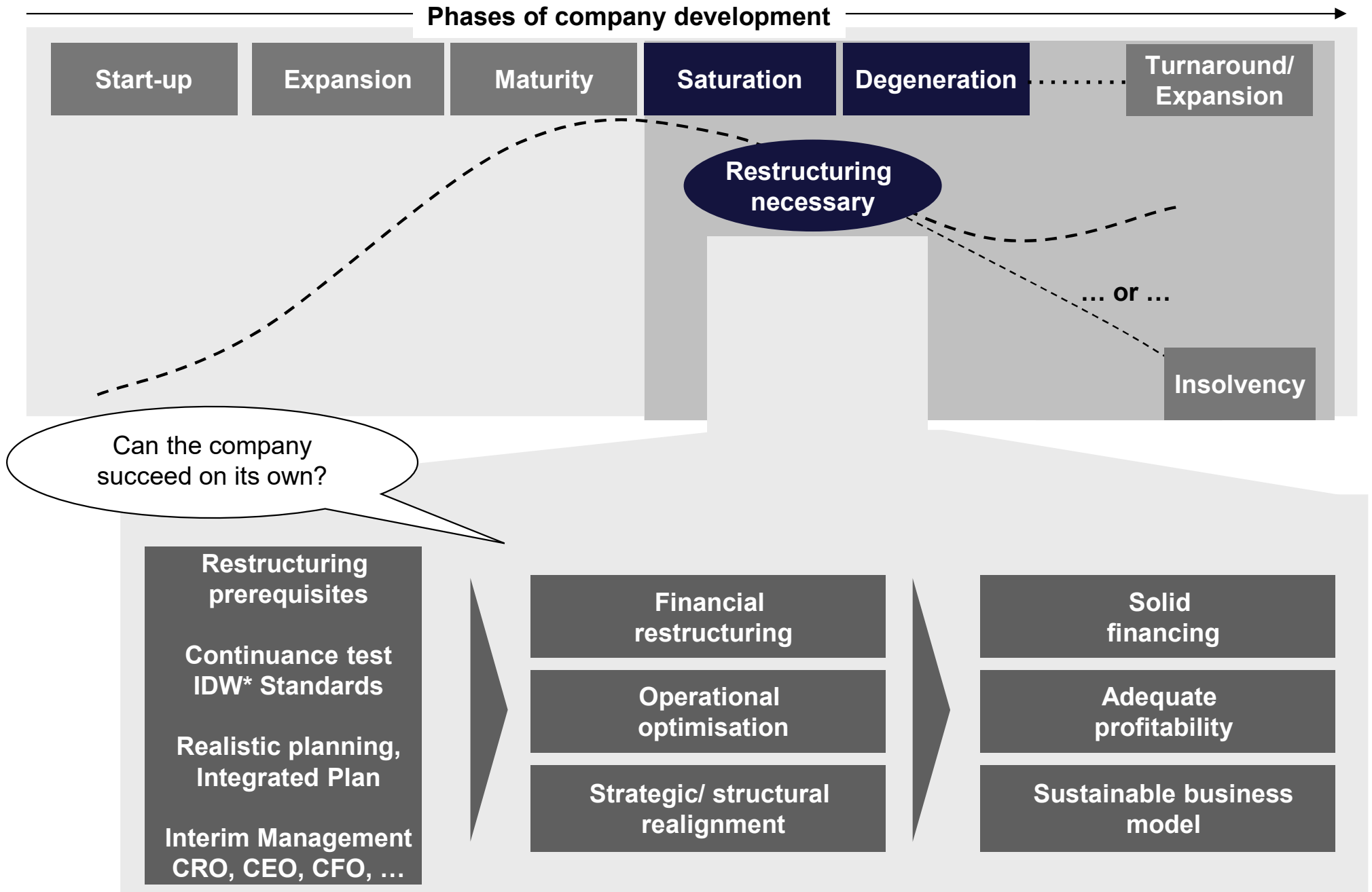




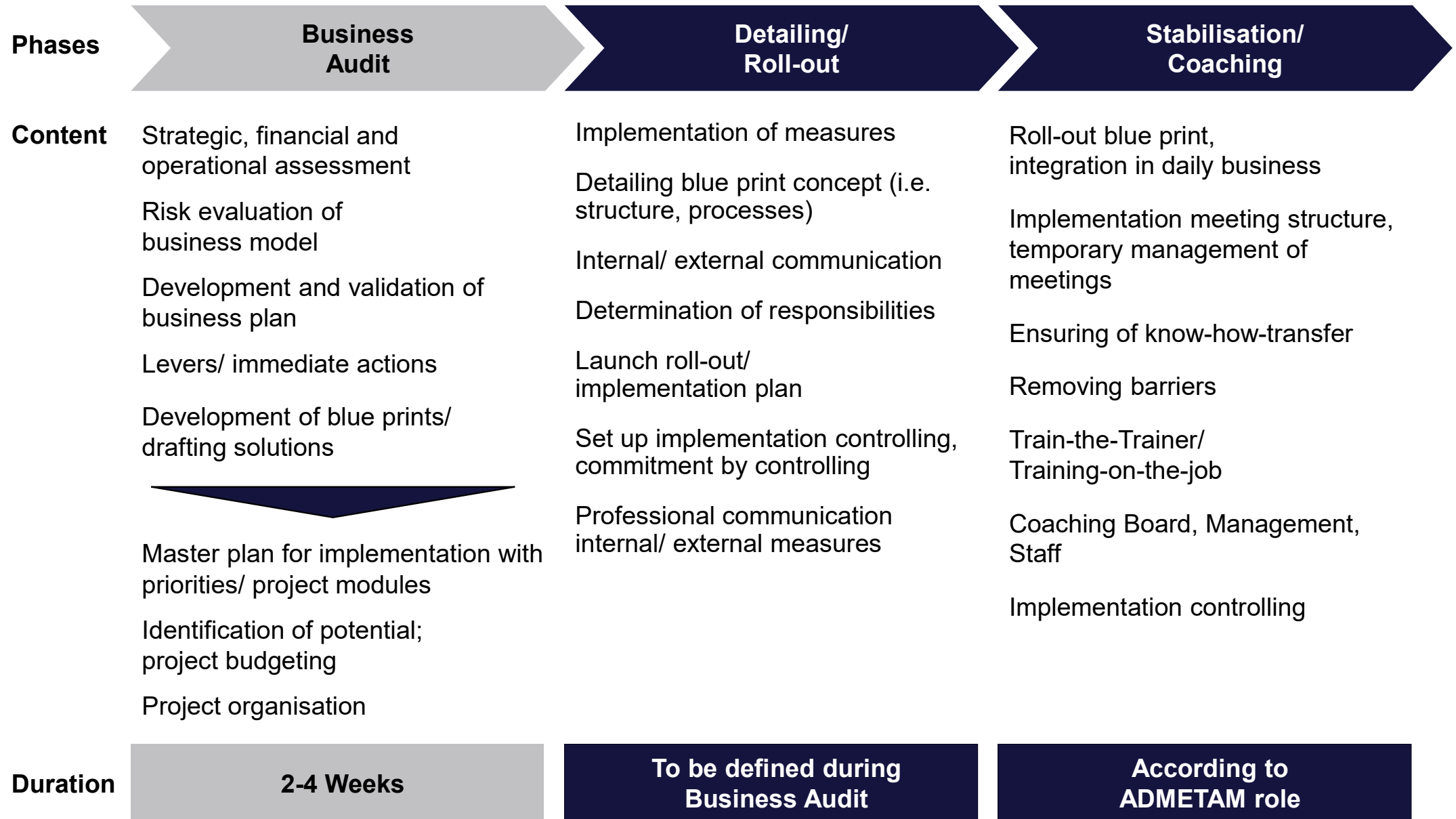
# MARKET-ORIENTED RESTRUCTURING

**Building up sustainable profit potential in the market**

# Taking the restructuring decision at the right point in time

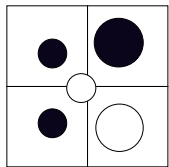


# ADMETAM project approach aiming at quick and measurable results



# Business audit results: risks, potentials and action requirements

## Strategy/ business model

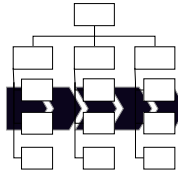


Market trends/  
success factors

Strengths/weaknesses  
of business model

Stability/ sustainability  
of business

## Management/ organisation

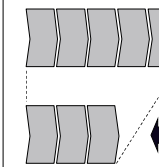


Leadership culture/  
management quality

Strengths/ weaknesses  
organisational structure

Complexity/  
market orientation

## Processes/ functions

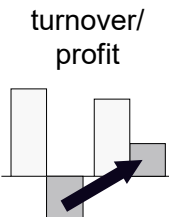


Efficiency/ effectiveness  
of processes

Value added depth/ core  
competencies

Resource assignment/  
system utilisation

## Turnover/ profit

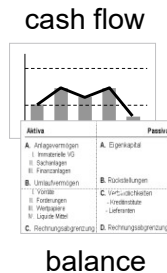


Stability/ sensitivity of  
turnover (scenarios)

Cost flexibility/  
cost driver

Profitability/  
margin quality

## Liquidity/ finances

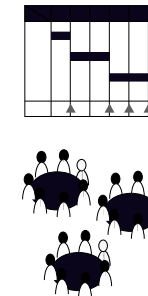


Stability/ sensitivity  
cash flow (scenarios)

Hidden-/ working  
capital reserves

Liquidity/ fresh money  
requirements

## Implementation programme



Lever/ priorities

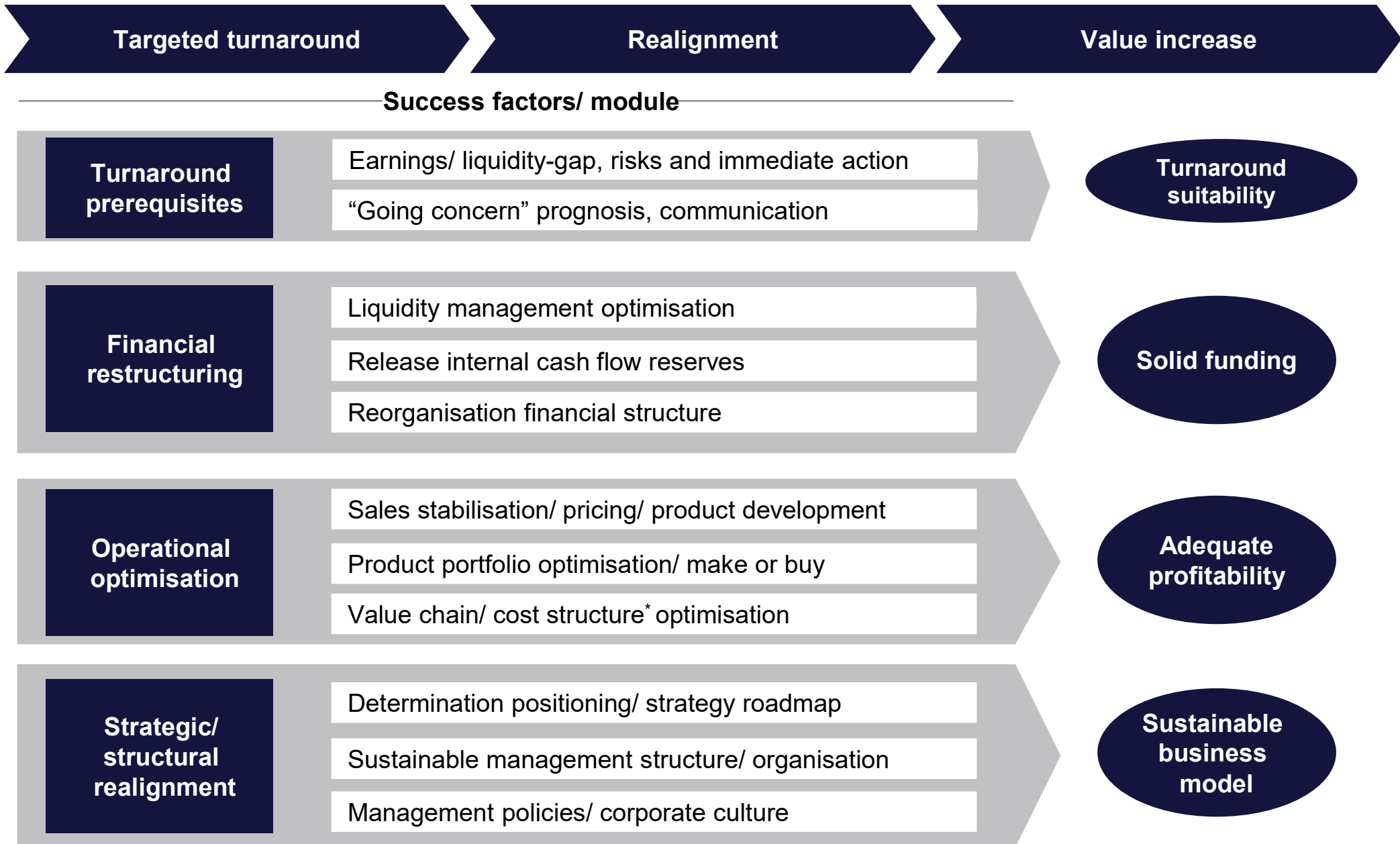
Immediate actions

Potentials/ cash  
requirements

Implementation  
programme

Objective assessment of restructuring situation and adjustment requirements

# Develop and implement the restructuring programme



# Results-oriented approach assures sustainable success

## Ensure financing – reduce cost structure



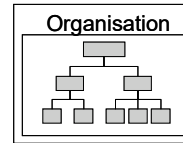
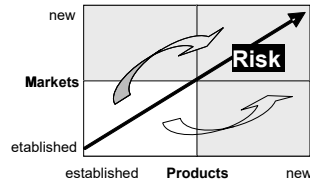
	strategic	operational	responsible
Measure 1			...
Measure 2			...
...			...

- Stop cash burn/ loss-maker
- Stabilise turnover/ sales activities
- Immediate actions/ quick wins (termination of contracts, ...)
- Agree and implement restructuring programme
- Realise all potential cost savings
- Control communication/ PR

Results

Stop losses and cash burn

## Develop organisational strengths and future concept

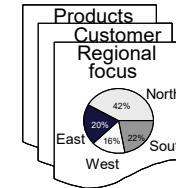


- Implement restructuring programme/ mid-term plan
- Focus on realisation of potentials
- Optimise financing/ reduce debts
- Sales and marketing initiatives
- Development of strategy plan
- Establish parallel new business structure/ organisation
- Invest in projects with adequate return

Results

Re-gain profitability, future oriented organisation

## Implement strategy – create sustainability



- Quality organisation/ -management system/ MbO/ activity plan
- Strategic product line extension/ market development
- Product and service innovations
- Technology/ marketing competence
- Cooperation/ strategical alliances/ M&A
- Financial stabilisation/ equity/ investor

Results

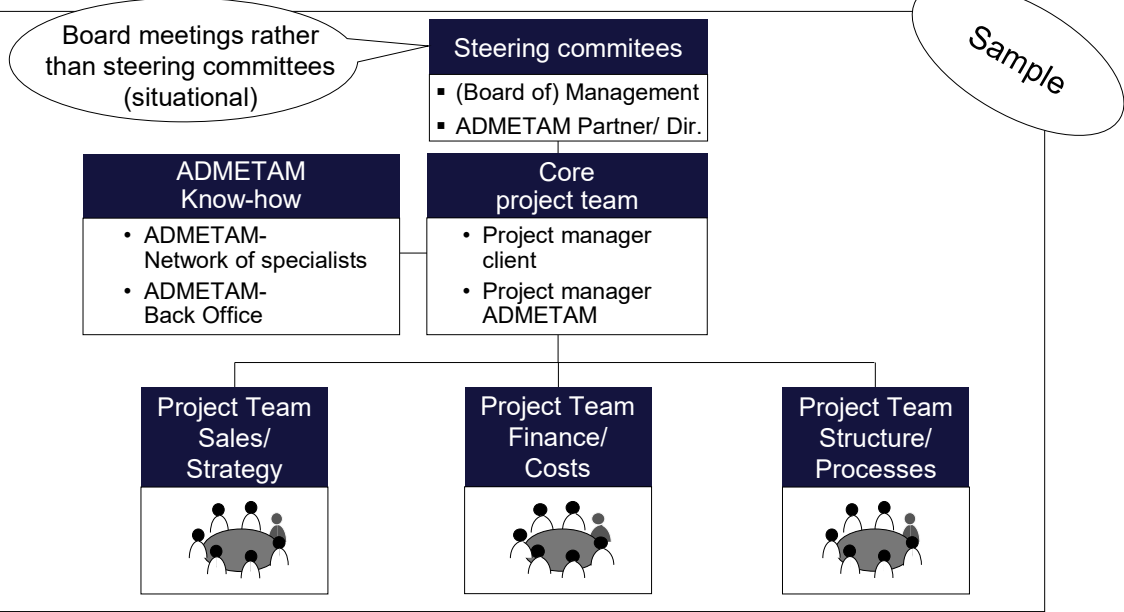
Sustainable business model, return on investment

# Professional know-how and project management ensure results

## Mobilisation phase

### Steering of project organisation

- ADMETAM partner/ director manages project directly
- Seniority in project team
- Lean project structure
- Structured master plan
- Projects/ work packages



## Project management and operational implementation

### Acceleration of project roadmap

- High impact and high commitment through direct co-operation with line and business unit managers
- Reporting adapted to situation, no formalism
- Clear definition of milestones
- Permanent transparency

Activities	Week	Setup	1	2	3
Preparation/ Screening		█			
Kick off		▲			
Transparency act. situation			█	█	
Rough concept/ potentials				█	█
Implementation plan/ Next steps					█

## ADMETAM-Publications

- We would like to have a formal presentation of the subject „Market-oriented Restructuring “

We are interested in other ADMETAM topics:

- Effective Project Management
- Strategic realignment

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