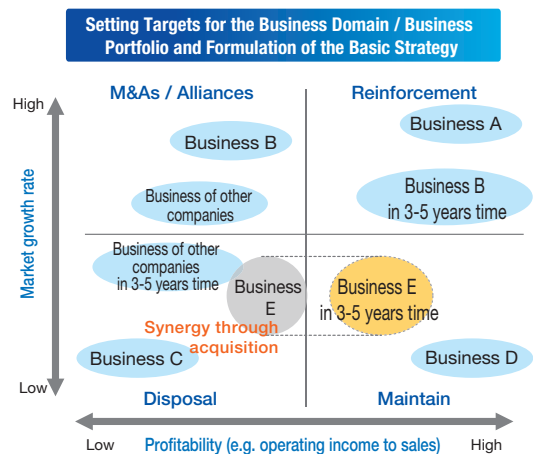
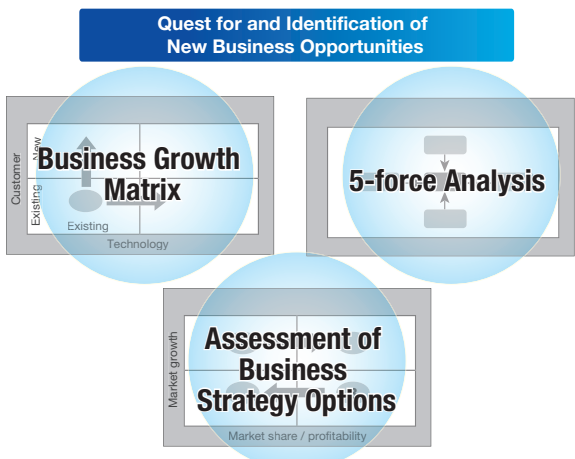
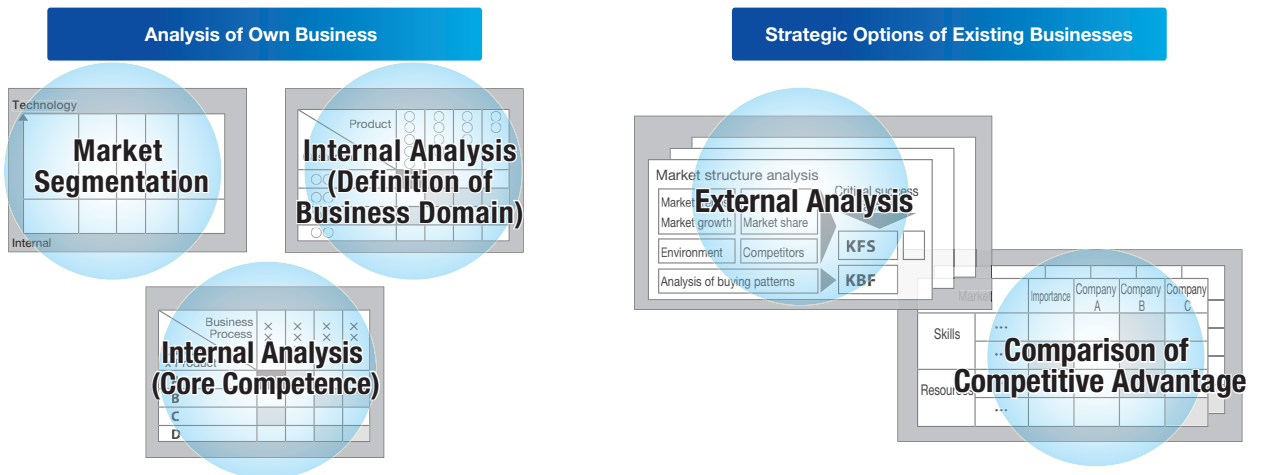
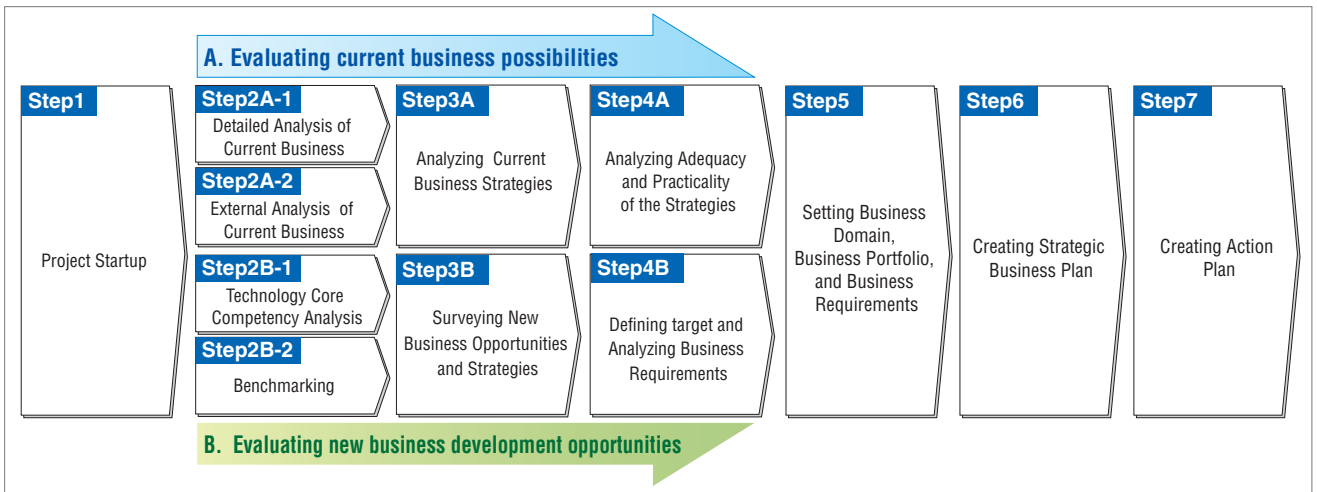


Strategy Formulation

Corporate Vision / Group Management Strategy

Under fierce global competition, companies must avoid closed corporate relations and shift to a business model which maximizes its strengths by building an open inter-company system and reconfirming its business domain through collaborative mechanisms involving customers and suppliers, etc.
 To turn various management resources into competitive arms, ABeam Consulting supports to create new corporate vision and business strategy by confirming current business policies with reference to customer aspirations as well as trends in the market and other competitors.

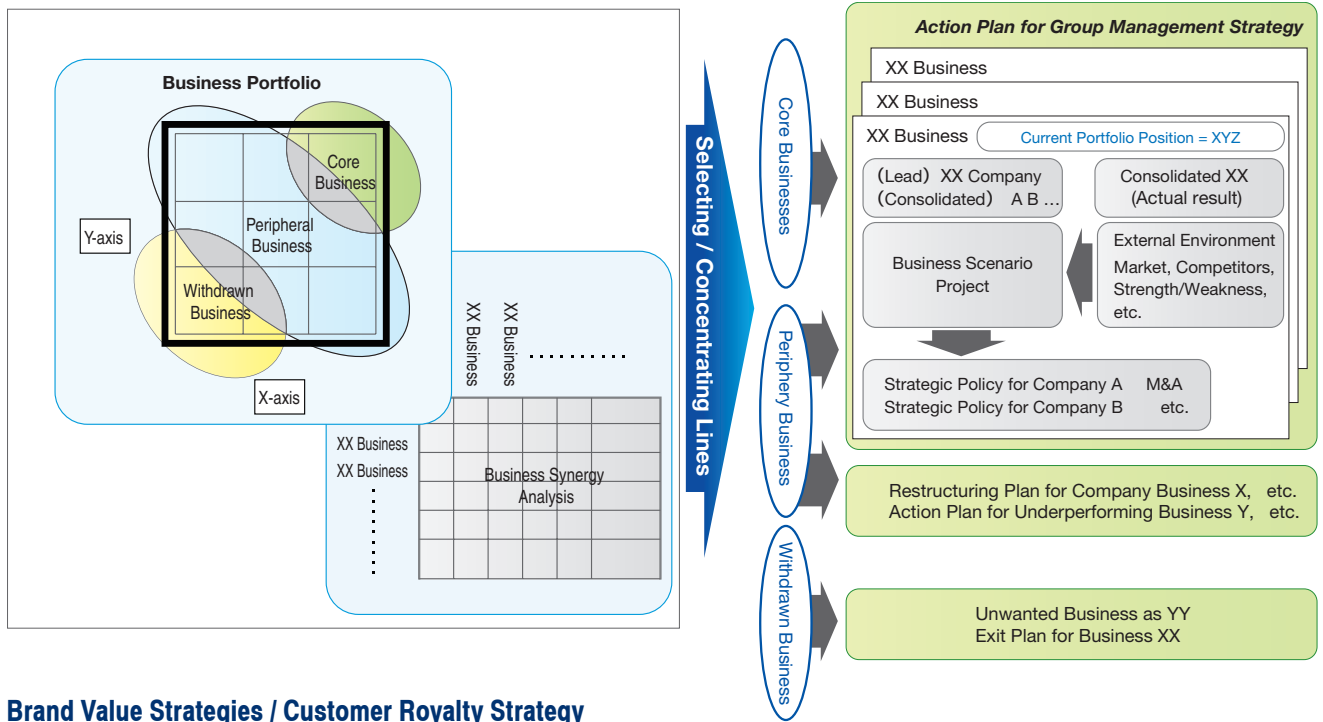
Example of Overall Framework for Corporate Vision / Group Management Strategy



Business Portfolio Strategy / M&A Strategy

Many corporate groups pursued diversification into related businesses during their growth phase but failed to establish solid profit foundation, resulting in a decline of the enterprise value as a whole. By assessing the whole group and leveraging existing areas of strengths, which are existing customers or distribution channels etc. ABeam Consulting reviews the corporate portfolio, and provides integrated support in; strengthening of core business via acquisition; liquidation of non-core business via sale of business etc.; and scrap-and-build of group companies. We also support M&A strategy as one method to realize strategy (capital management for M&A based on business portfolio strategy and alliances etc).

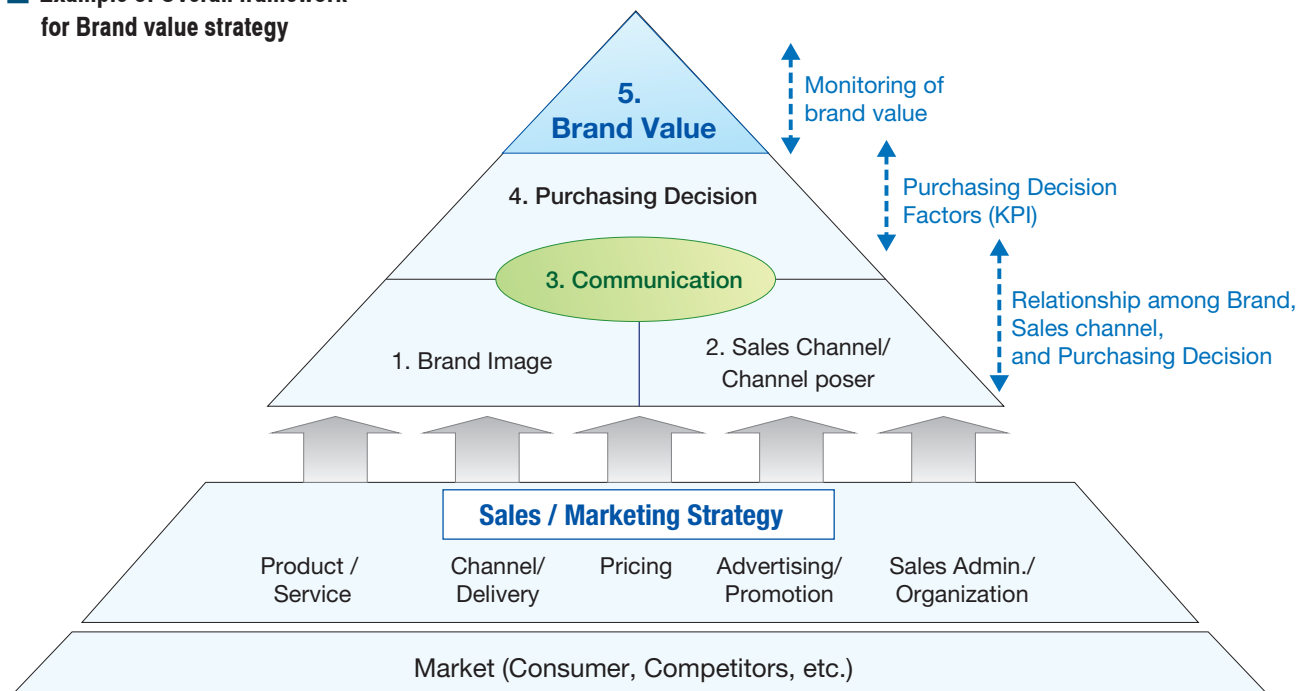
Example of Overall Framework for Business Portfolio Strategy



Brand Value Strategies / Customer Royalty Strategy

To provide the value to customers and induce their purchasing behavior, it must have a comprehensive marketing strategy with specifics: what products it should offer, when, how, to which customers, and in which markets. To turn the customers into repeat purchasers (loyal customers) and thereby build the company's profit base, it must raise its corporate and product brand value and earn trust (loyalty) from the customers. ABeam Consulting provides a comprehensive support service to enhance brand value/customer loyalty, together with creating a basic marketing strategy, including analysis of customer needs, assessment of market competitiveness, and planning of products/campaign.

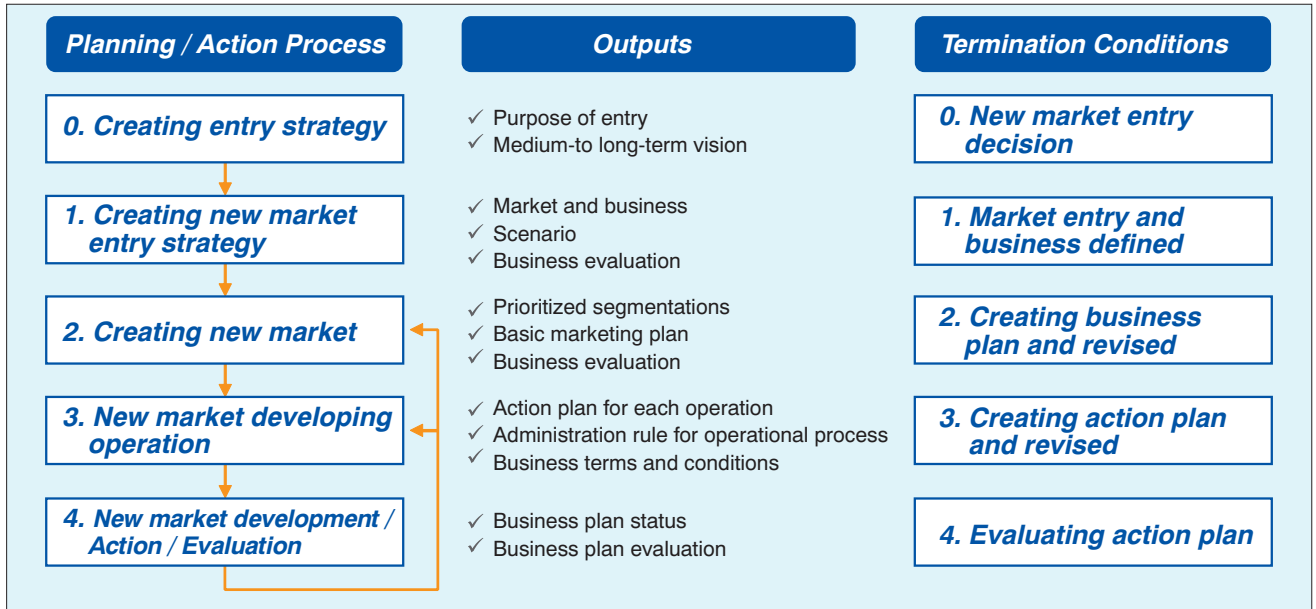
Example of Overall framework for Brand value strategy



Market Entry Strategies / Development of New Business Models

Building new business models and extending into new markets is an important way to sustainably develop a company and enhance its enterprise value. Entering a new market requires analysis of business opportunities in the target market and creation of entry/expansion strategies, considering various scenarios. Building a new business model requires consideration of core competencies and synergies with other existing operations. This must be done by assessing business portfolio composition and the positioning of each business within its life cycle. ABeam Consulting applies its wealth of knowledge and experience to provide comprehensive support for new market entry and new business ventures. The process involves searching for new business possibilities, assessing business potential and competitiveness, and creating business plans, brand value/customer loyalty strategies and SCM strategies.

Example of Overall framework for New Market Entry Strategy



Corporate Formulation Strategy

To survive in a maturing / declining market, a company must rapidly deal with unprofitable areas, converting them to cost-competitive business footings. It also must maintain the change readiness level of employees towards continuous transformation as well as low-cost operations.

ABeam Consulting provides a comprehensive business reform support service targeting business operations, which must be made more cost competitive or abandoned. We create an overall strategy, with care not to dilute core competencies, taking a systematic approach including finance operations and personnel, and set target values and priorities to achieve true revitalization.

Example of Overall Framework for Corporate Formulation Strategy

