

BUSINESS ENHANCEMENT

WORKSHOP FOR
ACMA (WR)



WHO WE ARE

GautamManthan helps enterprises transform into businesses with sustainable and profitable growth. We help clients develop sustainable Business Growth plans and strategies.

Our experts know that it takes wisdom of real-life experiences to transform a business. This must be supported by efficient processes and outstanding execution.

Therefore, we do not work as Advisors or Consultants, **we become Business Partners to our clients.**



SOME OF OUR SUCCESS STORIES

Strategy

- **Strategic Plans**
- **Setting up Marketing & Sales functions**
- Business Model Canvas

Sales

- **Leads Generation B2B - +64% (1 month)**
- **Revenue / Employee - +25% (8 months)**
- **Profit / Employee - +56% (8 months)**

Talent

- **Attrition - (-)17% (4 months)**
- **Revenue / Employee - +10% (4 months)**
- **Profit / Employee - +4.6% (4 months)**

Investments

- **Saved ~ 80 L by deciding not to invest in production facility upgrade.**



THE FACILITATORS



Navneet Gautam

- Full-time business growth advisor helping mid-sized and smaller enterprises.
- Subject-matter expert for Strategy, Marketing, Sales and Talent.
- Auto sector experience - an employee and a supplier.



Arvind Patel

- Operations and technical expert helping mid-sized and smaller enterprises.
- Subject-matter expert for Strategy, Operations, Auto product engineering.
- Auto sector experience - an employee and a supplier.

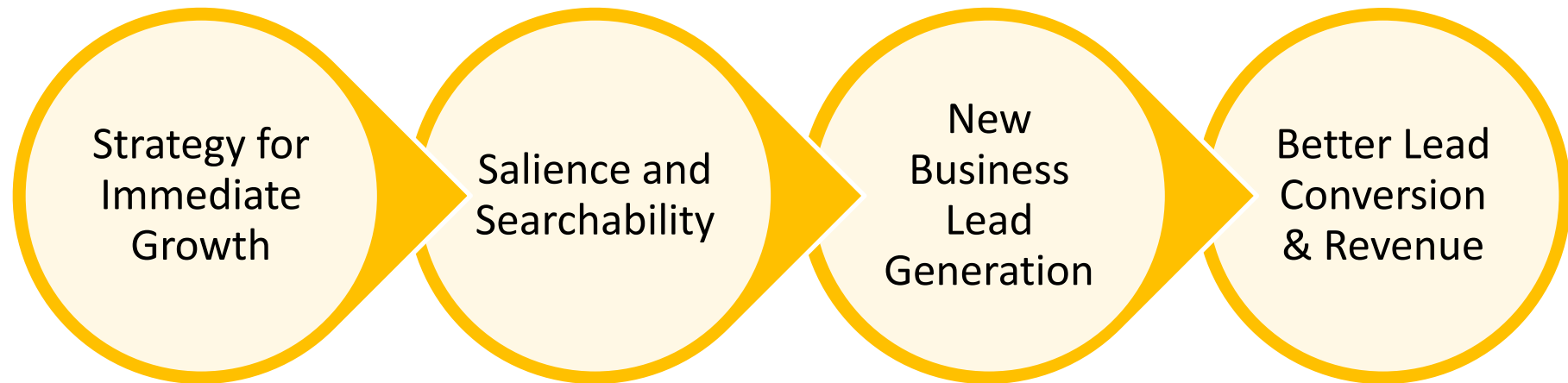




SESSION I

DISCOVERING OURSELVES & OUR CLIENTS

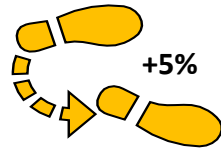
NEEDS OF THE NEW WORLD ORDER



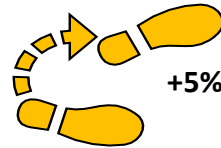
GROWING BUSINESS - 4-STEPS



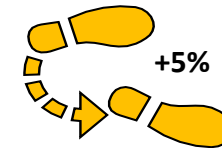
Self –
Discovering self



Others –
Knowing
- Clients
- Competition
- Environment



Acquire –
Generating Leads



Revenue – +5%
Lead Conversion

R&D, Design, Blueprints

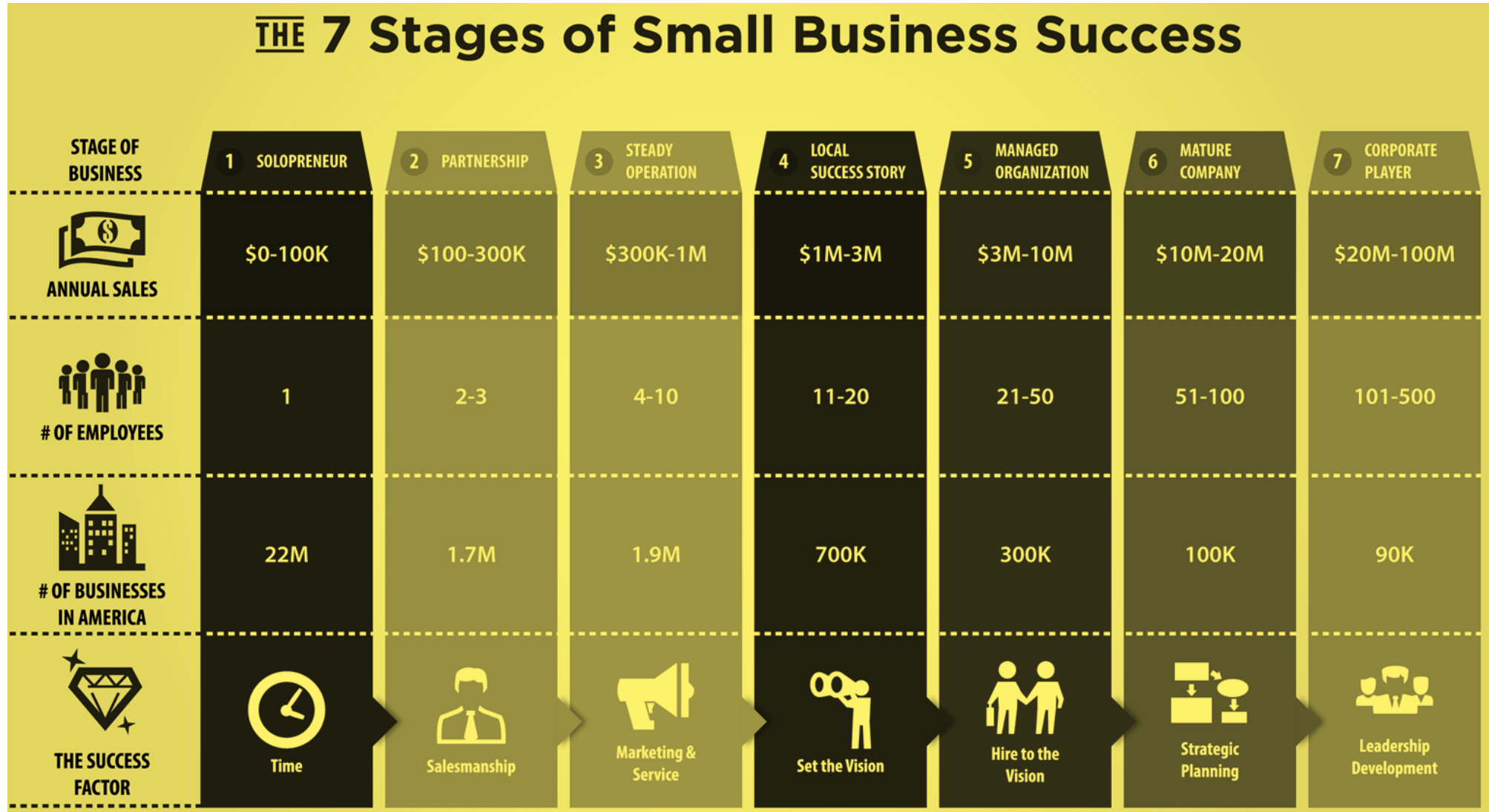
Processing, Operations, Execution





SELF – DISCOVERING OURSELVES

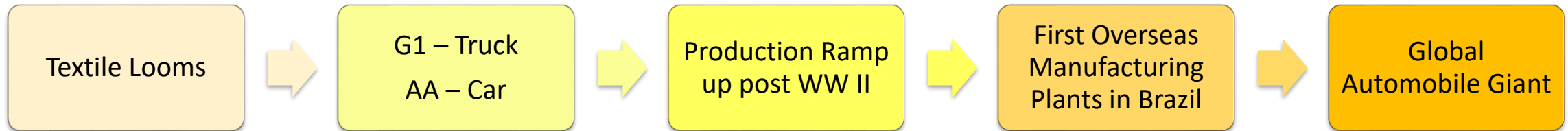
SELF - ASSESSING STAGE OF BUSINESS



SELF - WHAT IS MY DREAM

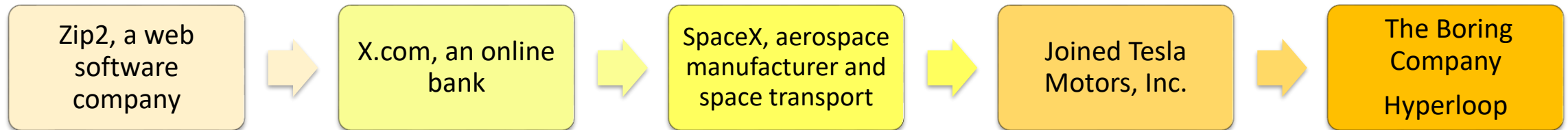
“Before you say you can't do something, try it.”

- Kiichiro Toyota



SELF - WHAT IS MY DREAM

***"When something is important enough, you do it even if the odds are not in your favor."
- Elon Musk***



SELF - WHAT IS MY DREAM

“One of the only ways to get out of a tight box is to invent your way out.”

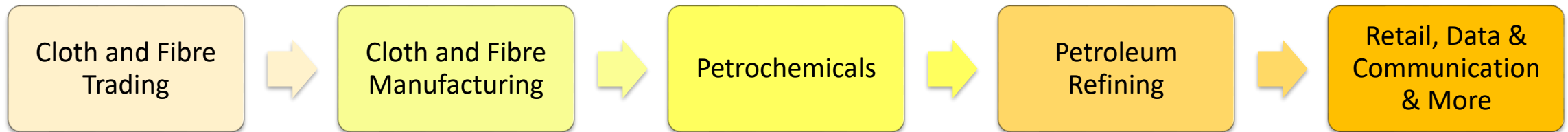
- Jeff Bezos



SELF - WHAT IS MY DREAM

“Think big, Think fast, Think ahead. Ideas are no one’s monopoly.”

- Dhirubhai Ambani



SELF - SMART GOALS AND OBJECTIVES

S

SPECIFIC

- **Do** – Set real numbers with real deadlines.
- **Don't** - Say, "I want more business leads."

M

MEASURABLE

- **Do** – Make sure your goal is tangible.
- **Don't** – Hide behind buzzwords such as 'Lot of business' or 'The best conversion rate'.

A

ATTAINABLE

- **Do** – Set a goal that is challenging but possible.
- **Don't** – Try to win the world in one night.

R

REALISTIC

- **Do** – Be honest with yourself. You know capabilities of yourself you and your team.
- **Don't** – Forget to plan for hurdles that you may face.

T

TIME-BOUND

- **Do** – Give a deadline for everything.
- **Don't** – Push for a goal you may hit 'one day'.

To be the first ranked brand in radiator making.

To be kept -

1. Concise
2. Clear
3. Future oriented – ‘Someday’
4. Challenging
5. Abstract
6. Compelling yet exciting
7. Inspiring
8. Stable through years



SELF - VISION

Some Examples

IKEA - “Our vision is to create a better everyday life for many people.”

Nike - “Bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete.)”

Microsoft - Empower people through great software anytime, anyplace, and on any device.

Tesla - To accelerate the world's transition to sustainable energy.

Toyota - Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.

McDonalds - To be the world’s best quick service restaurant experience.

Harley-Davidson - To fulfill dreams through the experiences of motorcycling.



SELF - MISSION

We deliver excellence through innovation and quality in everything we do. We believe in continuous improvement in our products, services as well as internal processes.

We ensure that our clients are always delighted with our performance, commitment and transparency.

To be kept -

1. Concise
2. Holistic – Resonating with everyone in the organisation
3. Present – Every day
4. Regularly reviewed



SELF - MISSION

Some Examples

American Express – We work hard every day to make American Express the world’s most respected service brand.

P&G – We will provide branded products and services of superior quality and value that improve the lives of the world’s consumers.

UBER - Make transportation as reliable as running water, everywhere, for everyone.

BBC – To enrich people’s lives with programs and services that inform, educate and entertain.

Toyota - To attract and attain Clients with high-value products and services and the most satisfying ownership experience in America.

Coca-Cola – To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions.



SELF - METRICS FOR MEASUREMENT

Some milestones you want to build for your organisation to mark success of plan and efforts as each milestone is crossed.

In five years (2025) Organisation shall achieve revenue of 5/15/25 Crores each month.

Organisation shall supply in 5 continents. 5 countries in each continent. 5 main clients in each country.

As a first step in that direction Organisation wants to get 5 new clients in 2020.



SELF - PHILOSOPHY/CORE VALUES

Some values and principles you should set for your organisation.

OUR VALUES

Our Blue Box Values reflect who we are and what we stand for as a company.

Customer Commitment

We develop relationships that make a positive difference in our customers' lives.

Quality

We provide outstanding products and unsurpassed service that, together, deliver premium value to our customers.

Integrity

We uphold the highest standards of integrity in all of our actions.

Teamwork

We work together, across boundaries, to meet the needs of our customers and to help the company win.

Respect for People

We value our people, encourage their development and reward their performance.

Good Citizenship

We are good citizens in the communities in which we live and work.

A Will to Win

We exhibit a strong will to win in the marketplace and in every aspect of our business.

Personal Accountability

We are personally accountable for delivering on our commitments.

Guiding thought -

Clients do not love an Organisation where the employees are not in love with it.

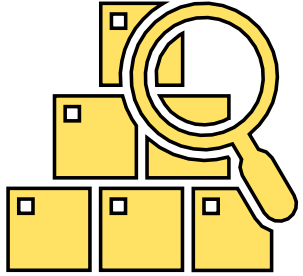


SELF - NEXT ACTION STEPS - BROADCAST



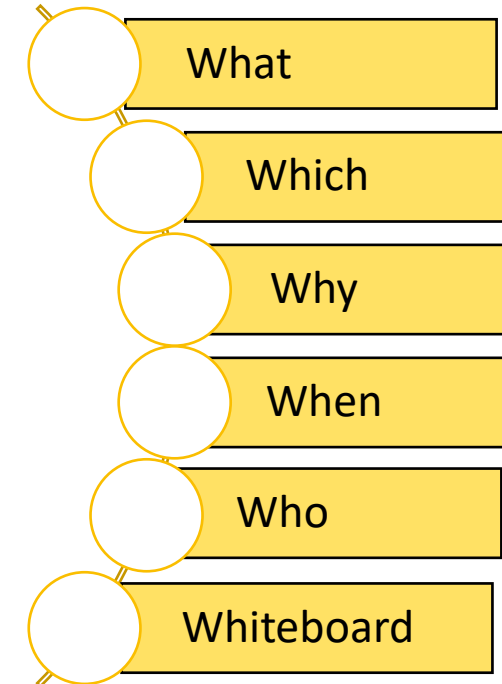
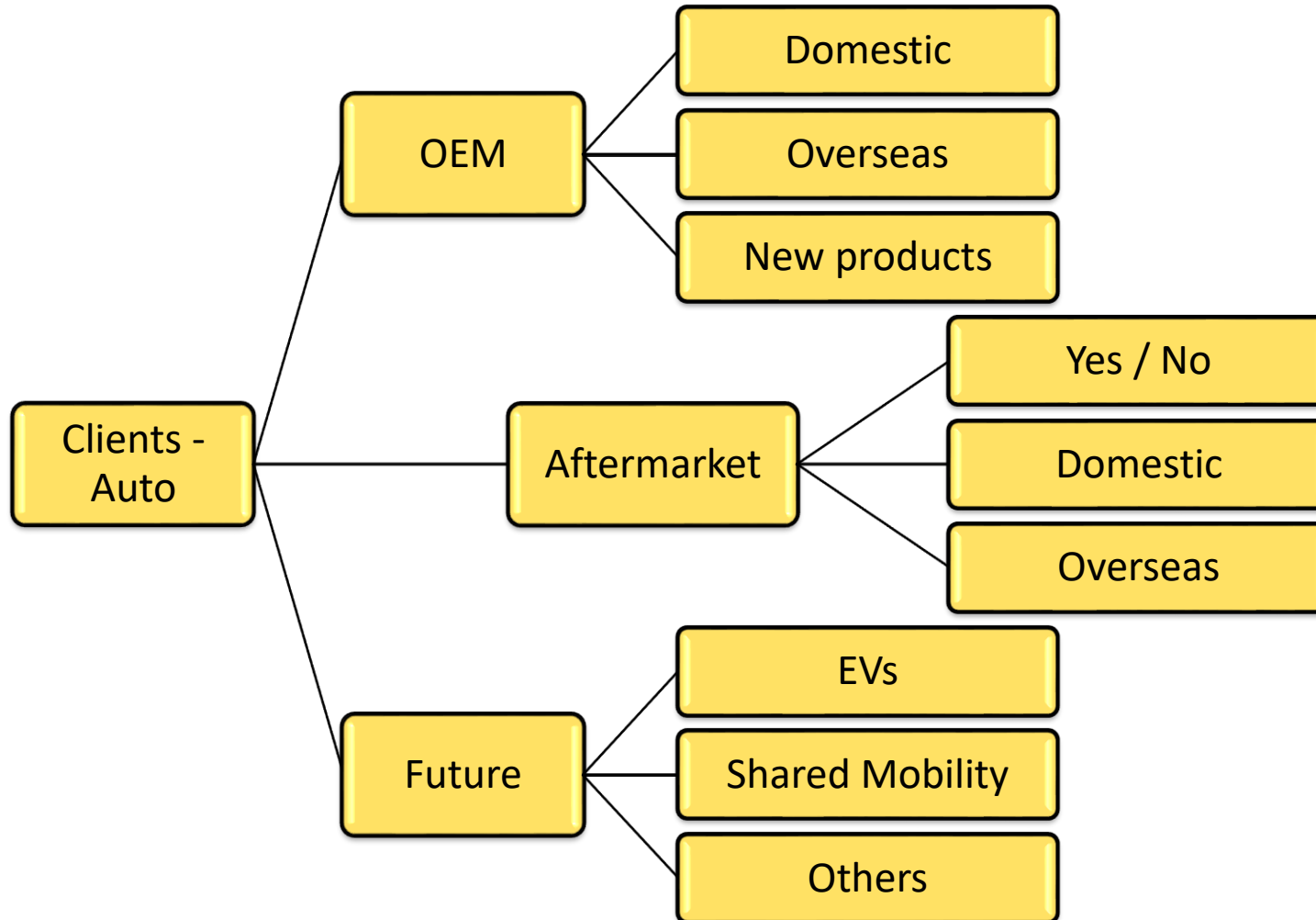
**Everyone in the organisation
should know and follow.**

OTHERS — POTENTIAL SECTORS FOR MY BUSINESS



- Sectors in Auto
 - Existing OEM, After-market, Tier 1, Tier 2
- Industries
 - Auto, Railways, Shipping, Agri, DG makers
- Geographic reach
 - India, Export, After-sales Domestic, After-sales exports
- Products
 - Existing, New, Future

OTHERS - TARGET SECTORS AND MARKETS



OTHERS - SYNERGIES WITH CLIENTS

Client	Vision	Mission	Objectives	Current performance	Future Plans
Client 1					
Client 2					
Client 3					
Client 4					

Why is it needed? And what is the next step?

We Shall discuss tomorrow.



OTHERS - BUSINESS ENVIRONMENT



COVID 19
Travel Restrictions
Global Recession
New Opportunities
ACES
AI, ML, Digitalisation
?????????-----

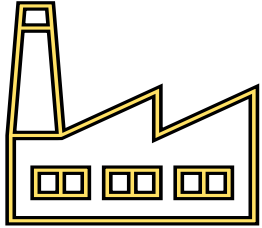
OTHERS — KNOWING YOUR COMPETITORS

Competition	Vision, Mission, Values?	USP?	Positioning?	Size?
	Execution Strategy	Messaging strategy	Who are their target clients?	Revenue, Employee count?
Clutch China				
US Radiators Inc.				
LMNO India Pvt Ltd				

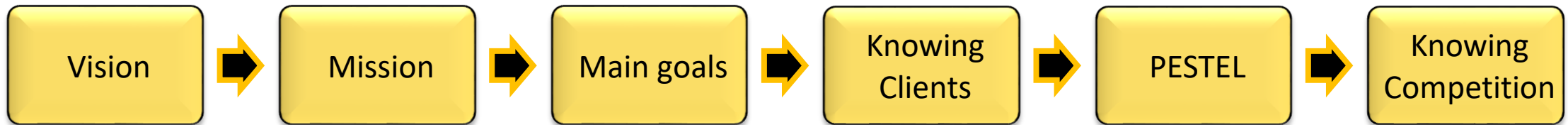
Why is it needed?
We Shall discuss tomorrow.



KEY TAKEAWAYS FROM TODAY'S SESSION



Building a business is like Manufacturing



R&D, Design, Blueprints



SOME HOMEWORK



Write a few points about -

- Your clients
- PESTLE analysis
- Your key Competitors

Why is it needed?

To get you better results tomorrow.



READY FOR TOMORROW ?

<https://www.tinyurl.com/Business-Horoscope>

Send WhatsApp message 'Hi' to

93547 99018

Help@GautamManthan.com



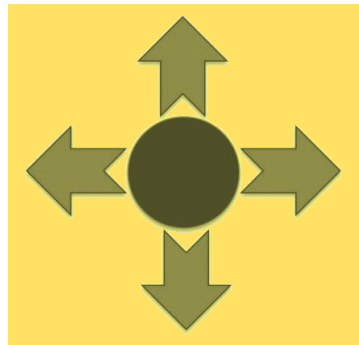


**SEE YOU BACK
ON AUG 21, 2020**

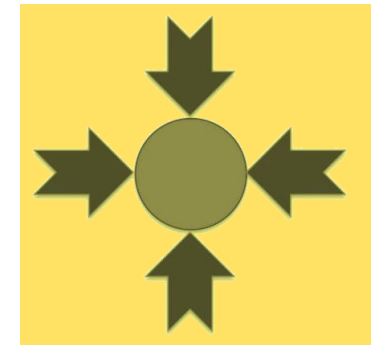
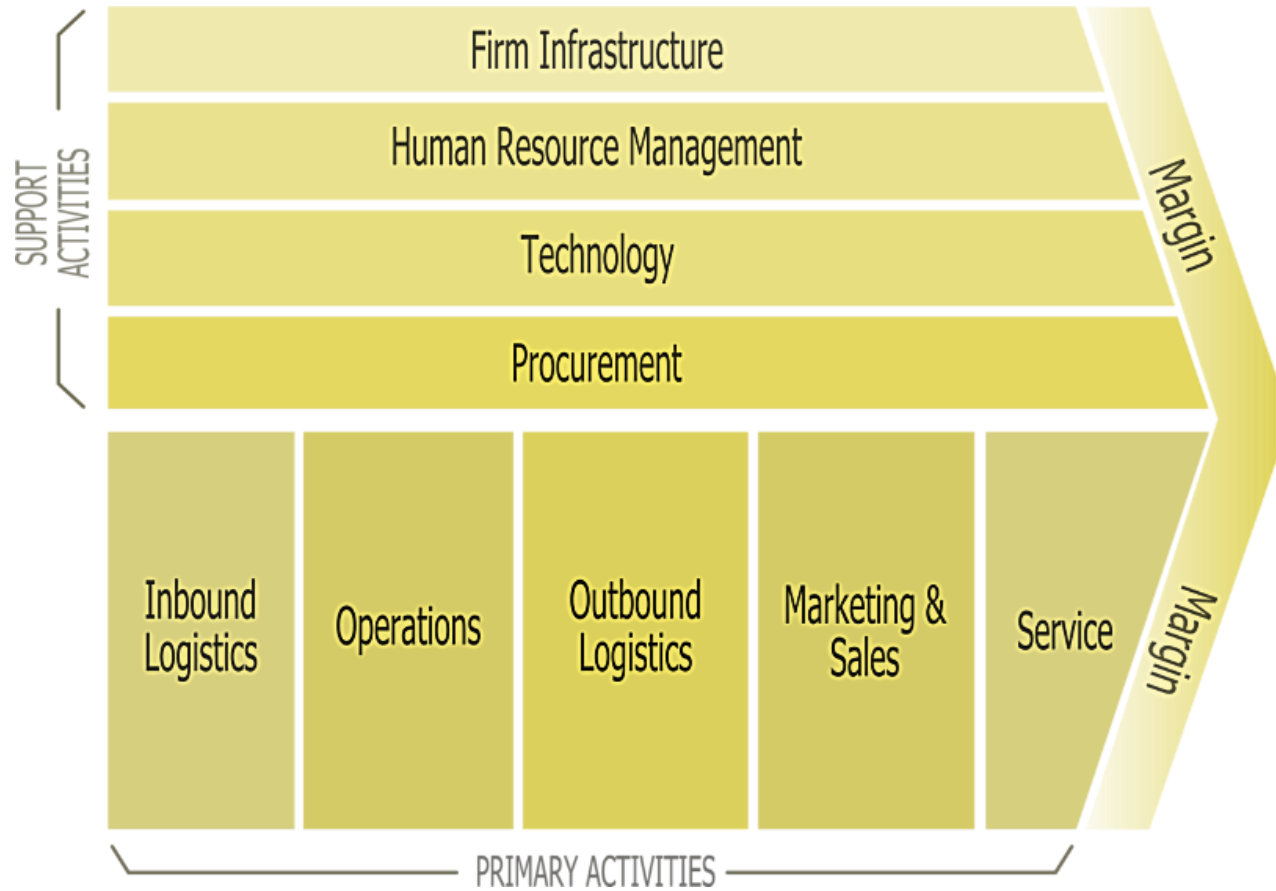


Help@GautamManthan.com

SOAR - APPROACH PIVOT



Inside-out Approach



Outside-in Approach

SELF - SCOT ANALYSIS

