

## PROJECT EXAMPLES

## Project Example 1 of 21

### Presidential Initiative “Wealth Creation” | Commercial Diplomacy

#### The Client

- ❖ Government of the Republic of The Gambia / State House Banjul

#### Topic

**Wealth Creation** for the rural areas of the Republic of The Gambia: A Presidential Initiative to pave a path out of poverty for the people of The Gambia and thus spur prosperity

- ❖ Development of hands-on concept for Wealth Creation through Commodity-Based Industrialization
- ❖ Determination of the financing concept
- ❖ Drawing of results-oriented implementation timetable

#### Results (expected)

- ❖ Successful launch of Commodity-Based Factories
- ❖ Wealth Creation for rural people through commercial collaboration with them across the entire value chain of the corresponding factory – from the farmers through traders, logistics companies and service centres up to financial services
- ❖ Sustainable improvement of the quality of life of the target group up to the minimum acceptable continental standards to the very least
- ❖ Create conditions to revive the leading role played by The Gambia before independence and make it “The Dubai of West Africa.”

## Project Example 2 of 21

### Powering Sustainable Development | Commercial Diplomacy

#### The Client

- ❖ Internal project of The Xsabo Group with the special purpose vehicles MSS XSABO POWER LIMITED (20MW), XSABO NKONGE SOLARLINE LIMITED (20MW), XSABO LIRA SOLARLINE LIMITED (50MW) und XSABO HYBRID SOLUTIONS LIMITED (five projects à 0.5MW each)

#### Topic

**Clean and sustainable energy** for **economic growth**, **social equity**, a **stable climate** and a **healthy environment**

- ❖ Conception, design, financing and implementation of a 150MW Solar Power Project in the Republic of Uganda, beginning with a 20MW Pilot Solar Power Plant
- ❖ Implementation of the "roll-out phase" in other parts of Uganda

#### Results

- ❖ Pilot Solar Power Plant (20MW) successfully commissioned by President Yoweri K. Museveni in the presence, among others, of Vice President Edward K. Ssekandi and Engineer Simon D'Ujanga (Minister of State for Energy)
- ❖ The projects of the "roll-out phase," namely:
  - Xsabo Nkongé Solarline (20MW)
  - Xsabo Lira Solarline (50MW)now in the permit and licensing phase, with construction start for the first project of the "roll-out" phase (Xsabo Nkongé Solarline) expected before end of 2020
- ❖ Implementation of five (5) Off-Grid Solar Hybrid Projects under finalization

## Project Example 3 of 21

### Income Generation for the Youth | Commercial Diplomacy / Market Entry

#### The Client

- ❖ Buyasso Ventures Limited / The Xsabo Foundation

#### Topic

**Market Entry / Promotion of Youth Entrepreneurship** through a coffee factory for the youth of Greater Masaka Region, where the Pilot Solar Power Park (20MW) of The Xsabo Group is located

- ❖ Market Analysis / Business Plan
- ❖ Development of the market entry strategy
- ❖ Organizing financing
- ❖ Construction of the coffee factory

#### Results

- ❖ Successful construction and commissioning of the coffee factory
- ❖ Reliable income for young people along the entire value chain right from the coffee gardens through transport companies up to the factory and later in the end products
- ❖ Creation of the requisite conditions to build a national brand as a basis for successful international trade

## Project Example 4 of 21

### Product Development | Market Entry

#### The Client

- ❖ Fancy Pads Ventures Limited / The Xsabo Foundation

#### Topic

Support to Paper Artists towards **New Product Development / Help towards Self-Help**: development of 100% biodegradable sanitary pads as a measure to keep the "Girl Child" in Uganda and eventually other African countries in school

- ❖ Market research and market analysis
- ❖ Financing new product development
- ❖ Participation in determination of production process
- ❖ Development of market entry strategy

#### Results

- ❖ Low cost 100% biodegradable soft sanitary pads with skin-friendly surface and highly absorbent core successfully developed from banana and other Ugandan vegetable fibres
- ❖ Improved menstrual hygiene management for many girls and women
- ❖ Hundreds of girls who missed school during their menstrual period now attending school regularly
- ❖ Factory for production of a critical mass for the market due for construction before the end of 2020

## Project Example 5 of 21

### Market Entry | Commercial Diplomacy

#### The Client

- ❖ Embassy of the Republic of South Africa in Berlin (Federal Republic of Germany)

#### Topic

**Marketing strategy and Promotion** for young fashion designers for planned entry into the German market:

- ❖ Potential analysis for market entry
- ❖ Identification of strategic and operational implications
- ❖ Support in marketing and promotional activities

#### Results

- ❖ Fashion Show "Cape Town meets Berlin" successfully held with important personalities from the fashion industry, politics, diplomacy and culture in attendance
- ❖ Financing of promotional events secured through high profile corporate sponsors
- ❖ Successful entry into the German market

## Project Example 6 of 21

### Training & Coaching | Interim Management

#### The Client

- ❖ A System Development Trainer (Medium-Sized Company) in Germany

#### Topic

##### IT Consulting and Training

- ❖ Microsoft Azure Administrator
- ❖ Microsoft Windows Server Knowhow
- ❖ Microsoft Windows Server Securing
- ❖ Veeam Back up and Replication
- ❖ VMWare Sphere Configuration

#### Results

- ❖ Above average improvement of the productivity of the IT Specialists
- ❖ Sales volume tripled
- ❖ Clear increase in Employee Satisfaction

## Project Example 7 of 21

### IT Business Development | Interim Management

#### The Client

- ❖ A German System Developer

#### Topic

##### IT Business Development

- ❖ Artificial intelligence concepts for semi-autonomous driving
- ❖ IT-Training on semi-autonomous driving

#### Results

- ❖ Successful implementation by the final client (Automobile company of the premium class)
- ❖ Increased customer and employee satisfaction



## Project Example 8 of 21

### Securing the Future | Business Network Structuring

#### Client

- ❖ "High Profile" Non-Profit-Organisation with a worldwide presence

#### Topic

Adaptation of a classic management consulting engagement — adapted **Balanced Scorecard** — for the development of forward-looking strategies:

- ❖ to improve transparency at various organisational levels (horizontal as well as vertical)
- ❖ to ensure more efficiency and effectiveness in controlling and management
- ❖ for the identification of opportunities for cost reduction without grave cuts in the service offering
- ❖ for the exploitation of sources for additional income while improving the financial structure
- ❖ for a more innovative approach to Cash Management and Portfolio Management
- ❖ for the optimisation of service quality and the corresponding service offering
- ❖ for the exploitation of synergies in the relationship with external business partners
- ❖ to increase staff motivation and promote as well as strengthen staff bonding

#### Results

- ❖ Significant increase in revenues and durable cost reduction
- ❖ Quality improvement as regards services and service and/or product offering
- ❖ Increased satisfaction and bonding of sponsors (institutional as well as private)
- ❖ Exploitation of brand potential and improvement of the organisation's public image
- ❖ Optimization of processes along the entire value chain
- ❖ Reduction of complexity and better manageability of the organisation
- ❖ Introduction of competence and talent management through value-oriented personnel management

## Project Example 9 of 21

### International Market Research | Business Expansion

#### Client

- ❖ Group of investors with far-reaching highly demanding business ambitions (Commercial Real Estate, Banking)

#### The Topic

**Conception and launching of a new Corporate Group** with the explicit goal of providing a fully integrated "intelligent and innovative" service offering in commercial real estate  
[Sub-Project: Business Unit Banking]

- ❖ Classification of mortgage banks in the general banking landscape in Germany
- ❖ Market, customer and competitive analysis (mortgage banks in Germany)
  - Current and future trends in mortgage banking
  - Implications of relevant recent legal developments (e.g. Basel II, EU demands in connection with German federal guarantees for public financial institutions, particularly the "Landesbanken" and their subsidiaries)
  - Analysis of market volume and market development for individual business segments
  - Positioning of selected mortgage banks in the competitive environment
  - Detailed analysis of the strategic direction of selected mortgage banks
- ❖ Identification of chances and risks in mortgage banking
- ❖ Determination of acquisition targets in banking / financial services
- ❖ (Next Step: „Due Diligence — selected Private Banks and mortgage banks in Germany and Switzerland)

#### Results

- ❖ Position of banks in the corporate group structure defined
- ❖ Innovative business model and strategy developed (Real Estate Investment Banking, Corporate Real Estate Management, Real Estate Portfolio Management, Facility Management, Research and Analysis)
- ❖ Basis for strategic positioning of acquisition targets established

## Project Example 10 of 21

### Customer Relationship Management | Business Networking (Marketing Excellence)

#### Client

- ❖ A leading pharmaceutical company with a worldwide presence

#### The Topic

Increase of revenues and profitability through **strategic customer relationship management** and **"Marketing Excellence"**

- ❖ Research and analysis of the current standing of the company from customers' perspective
- ❖ Determination of the current level of customer satisfaction and bonding among the relevant target groups (general practitioners, urologists, neurologists/psychiatrists, pulmonologists, cardiologists, physicians in hospitals, pharmacists in hospitals, pharmacists)
- ❖ Evaluation of service performance on the basis of pre-defined performance benchmarks
- ❖ SWOT analysis in the competitive environment
- ❖ Derivation of strategic and operational implications
- ❖ Strategy recommendation
- ❖ Corresponding implementation plan and schedule

#### Results

- ❖ Service offering optimised and improved
- ❖ Significant increase in efficiency and market coverage
- ❖ Increased customer satisfaction and bonding
- ❖ Solid basis for increased revenues and profitability created
- ❖ Measures and tools for continuous improvement introduced

## Project Example 11 of 21

### Opportunities from Globalization | Business Network Structuring

#### Client

- ❖ A "Start-up"  
(Third-Party Research: Exploitation of "deconstruction" opportunities in the pharmaceutical industry)

#### The Topic

Preparation of a professional **Business Plan** to capture the interest of Venture Capitalists and win development subsidies from the Government

- ❖ Assessment of the market potential for a particularly innovative business idea
- ❖ Analysis of the capabilities and chances of competitors (current as well as potential)
- ❖ Evaluation of the chances and risks for the "Start-up"
- ❖ Identification of unique advantages that would enable the "Start up" to outperform competitors
- ❖ Development of the corresponding marketing strategy (Pricing, Promotion, Distribution) and marketing plan
- ❖ Revenue forecast (short as well as middle term)
- ❖ Cashflow and sensitivity analysis
- ❖ Drafting of the implementation plan, including monitoring and feedback mechanisms

#### Results

- ❖ Solid foundation for the "Start-up" laid within a time period described by the client as "far above average"
- ❖ Revenue forecasts confirmed by developments since strategy recommendations began to be implemented

## Project Example 12 of 21

### Growth Opportunities | International Expansion

#### The Client

- ❖ Middle-sized company in the Emerging Markets  
(Wholesale – foodstuffs)

#### Topic

Exploitation of **Growth Opportunities** within as well as beyond traditional industry boundaries

- ❖ Portfolio analysis at the “business field” and “product/services” levels
  - Analysis of the current positioning of “business units” according to market share / growth
  - Evaluation of expected future performance
  - Identification of attractive markets beyond traditional industry boundaries where the company can gain competitive advantages with its current core capabilities
  - Determination of new competencies or capabilities that the company would need in order to be successful in the new markets or business areas resulting from the above
- ❖ Derivation of strategic implications based on the classic four-field-matrix (Cash cows, Problem zones, Question marks, Stars)
- ❖ Identification of strategic options for the exploitation of growth opportunities and thus for revenue increase

#### Results

- ❖ Realistic growth opportunities, including those beyond traditional industry boundaries, identified
- ❖ Corresponding strategic and operational measures for their exploitation determined
- ❖ Strategic business and organisational units restructured accordingly to promote greater efficiency and effectiveness in marketing and sales

## Project Example 13 of 21

### Sales Growth | Business Networking

#### Client

- ❖ A Global Player in Banking  
(Global Corporate Banking / Investment Banking)

#### The Topic

Identification and exploitation of opportunities to increase sales volume through “Cross Selling”

- ❖ Comparison of the company’s relative “Wallet Share” with target customers (relative to competitors’ wallet share)
- ❖ Identification of customers with the expected “wallet share potential” from the clients’ perspective
- ❖ Evaluation of the corresponding needs of target customers after an assessment of the product and service offerings that they currently purchase or take advantage of
- ❖ Identification of “Gaps” in the product and service programme of the company
- ❖ Planning of measures for optimal “Cross Selling” (Product / service offering, marketing, ...)
- ❖ Implementation plan

#### Results

- ❖ New customers with high potential from the company’s perspective won over
- ❖ Sales volume clearly boosted
- ❖ Increased customer satisfaction and bonding

## Project Example 14 of 21

### Product and Brand Strategy | International Expansion

#### The Client

- ❖ A Global Player in international banking  
(Global Corporate Banking)

#### Topic

Further consolidation and optimisation of the **product, brand and corporate image**

- ❖ Assessment of market developments and competitive dynamics
- ❖ Brand analysis
  - Brand Strategy (Portfolio strategy, positioning)
  - Brand Drivers (Product and/or service offering, communication, customer experience)
  - Brand Equity (Brand awareness, perception, preference, customer behaviour)
  - Brand Value (Price premium, sales volume, market share)
- ❖ Development of strategic concepts for superior brand management and continuous improvement
- ❖ Conception of an international marketing and communication plan for Western Europe and the "Emerging Markets"

#### Results

- ❖ Brand and corporate values further developed and enhanced in the competitive environment
- ❖ Positioning strengthened through further differentiation in accordance with the corporate thinking of "Global Relationship Banking"
- ❖ Brand awareness and desired image consolidated further

## Project Example 15 of 21

### Re-Positioning | International Expansion

#### The Client

- ❖ Middle-sized company with ambitions of a wide presence in selected countries in "Euroland" (Fashion industry)

#### Topic

##### Repositioning in the marketplace

- ❖ Analysis of the current positioning
- ❖ Screening of the product and service portfolio
- ❖ Benchmarking / Competitive analysis
- ❖ Development of problem-solving scenarios for repositioning and corporate restructuring
- ❖ Determination of priorities for investment and disinvestment

#### Results

- ❖ New positioning with a clear focus successfully recommended
- ❖ Portfolio optimised and core business strengthened
- ❖ Implementation plan presented and adopted



## Project Example 16 of 21

### Restructuring | Business Network Structuring

#### The Client

- ❖ Legally independent subsidiary of a conglomerate (International Trade)

#### Topic

##### Corporate Restructuring

- ❖ General analysis of the roots of existing problems
- ❖ Financial analysis (Revenues and costs, Cash flow, Capital structure)
- ❖ Analysis of operational activities (Key processes and structure, management / personnel)
- ❖ Strategy analysis (Product portfolio, markets / customers, competitors)
- ❖ Development of restructuring concept (Financials, strategy, operations and "Top-Down" improvement goals)
- ❖ Conception of restructuring plan (Integrated "Business Plan" with cornerstones for "Change and Activity Management" as well as "Bottom-up" Planning of restructuring measures)

#### Results

- "Quick Wins" (Costs down / sales up; cash raised) identified and implemented right at the beginning and during various stages of the project
- Imminent collapse (bankruptcy) prevented
- Forward-looking strategy and corresponding measures for middle and long-term business success developed / identified and recommended

## Project Example 17 of 21

### International Market Research | International Expansion (Market Entry)

#### Client

- ❖ A worldwide leading Swiss universal bank  
(Business Unit: "Private Banking")

#### Topic

**Market analysis** (popular island) and development of the corresponding **market entry strategy**

- ❖ Assessment of market potential (Focus on rich Germans with residence in the target market – permanently or during holidays)
  - Market situation and characteristics
  - Market volume and growth trends (General and per product group)
  - First inputs for differentiation opportunities
- ❖ Analysis of competitors' strengths and weaknesses, taking "current players" as well as "potential newcomers" into account
- ❖ Derivation of strategic and operational implications
- ❖ Development market entry strategy with corresponding marketing and sales measures

#### Results

- ❖ Strategic and operational measures recommended
- ❖ Marketing and sales plan developed

## Project Example 18 of 21

### International Pricing Strategy | International Expansion

#### The Client

- ❖ A worldwide leading pharmaceutical company

#### Topic

##### International Pricing Strategy

- ❖ Selection of countries and markets for the new product launch
- ❖ Carrying out of focus interviews with sales staff, marketing managers and the responsible board member (marketing and sales)
- ❖ Desk Research
- ❖ Expert interviews, including personal interviews with physicians
- ❖ Price Sensitivity Measurement / Conjoint Analysis
- ❖ Preparation and moderation of "Management Workshops" in selected countries and markets (before and after the analysis phase) as well as synthesis of the results
- ❖ "Fine-tuning" and consolidation of results from the above phases
- ❖ Determination of an international price corridor that takes the concerns and wishes of all countries and subsidiaries into account (Particularly challenging identification of THE optimal compromise)

#### Results

- International pricing strategy developed and successfully implemented

## Project Example 19 of 21

### Image Building / Marketing | Business Networking

#### The Client

A leading pharmaceutical company with a presence in all regions and almost all countries of the world

#### Topic

Optimization of the **communications strategy** of the global head office against the background of three mergers and acquisitions, change in the corporate name and sustained bad press

- ❖ Preparation and carrying out of focus interviews with country heads and communications directors of subsidiaries in Western Europe, South America and the USA
- ❖ Analysis and systematic description of the Status quo
- ❖ Depiction of strategic and operational implications at the global, regional and country-specific levels
- ❖ Development of conceptual measures for the optimization and improvement of the communications strategy and corresponding policies for the corporate head office

#### Results

- ❖ The revised communications strategy was implemented at the head office and the organisational structure of subsidiaries reorganized accordingly
- ❖ Contradictory signals regarding corporate image and responsibility in the public eliminated
- ❖ Corporate image significantly improved

## Project Example 20 of 21

### New Business Integration | International Business

#### The Client

- ❖ A Global Player in international banking  
(Corporate Banking)

#### Topic

##### Post Merger Integration (PMI)

- ❖ Derivation of goals in accordance with the vision and strategy of the new organisation
- ❖ Preparation and moderation of “Brown Paper Workshops” and “Management Workshops” and synthesis of the results
- ❖ Development of conceptional measures for the realization of “Quick Wins” for staff as well as shareholders and other stakeholders
- ❖ Identification of concrete middle and long-term growth opportunities and synergies
- ❖ Development of the integration plan
- ❖ Definition and recommendation of the corresponding communication plan
- ❖ Determination of instruments for continuous monitoring and risk management
- ❖ Targeted support for implementation

#### Results

- Wide agreement among all parties achieved
- Excellent “Expectations Management”
- Solid orientation for all stakeholders, especially staff and shareholders
- Cultural differences overcame
- Successful exploitation of “Quick Wins,” synergies and growth opportunities
- Balanced Scorecard introduced as management system in all project countries – just as in the rest of the corporation (in several countries on all continents)

## Project Example 21 of 21

### Training & Coaching | Interim Management

#### The Client

- ❖ A worldwide leading Group  
(Chemicals and Pharmaceuticals)

#### Topic

**Coaching and Training** (twice a year) for executives / managers from various countries of the world  
(Product management, marketing and sales)

During the first year:

- ❖ Determination of the target group and scope of the coaching seminars and workshops
- ❖ Concept development and corresponding integration in the personnel development programme of the corporation
- ❖ Development of key contents of the coaching seminars and workshops as well as the training manual
- ❖ Coach with responsibility for the topic "International Pricing Strategy"

Thereafter (twice a year):

- ❖ Coach with responsibility for the following topics (responsibility increased upon customer request)
  - International Pricing Strategy
  - Techniques for the analysis of competitive dynamics in a given market
  - Portfolio analysis / Product lifecycle
  - Basic principles of customer focus and customer relationship management

#### Results

- ❖ Solid anchorage of the philosophy of customer orientation among staff members
- ❖ Clear improvements in staff performance
- ❖ Continuous increase in staff motivation and bonding