



## REVIEW AND CHALLENGE YOUR MARKETING STRATEGY

When local market shares get corroded by competition and margins get melted by operational costs, it is tempting for Global Management to rationalize their market's organization by dismantling or out-sourcing part of their commercial operations. However, very often an appropriate rethinking of the local marketing strategy may be the most effective way to reconnect with profitability and growth.

To facilitate and stimulate the reshaping of your local marketing strategy and to structure your argumentation for a methodologically driven discussion among your local Management Team and your Global Management, SIMOIL Consulting has designed the **BEST™** methodology (Business Evaluation and Solutions Testing).

With our methodology and our persistent "ask the right questions" attitude, we will help you to analyze, build and challenge your local marketing strategic approach, with the objective to formulate the following set of recommendations:

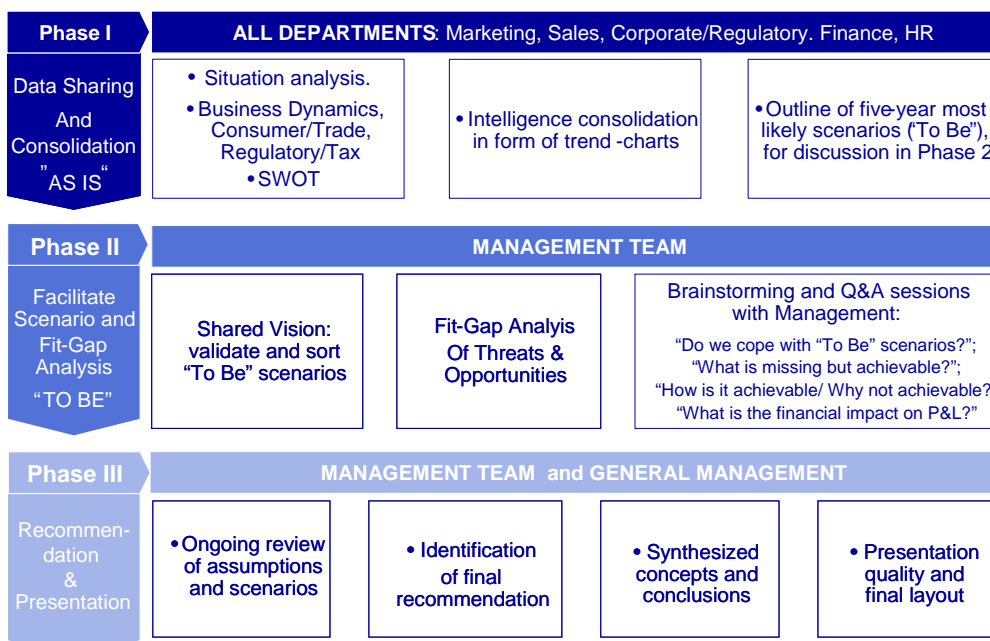
- A five-year scenario assessment and most probable evolution of your market, including but not limited to: trade and consumers, product assortment, regulatory and tax structure;
- An assessment of needs to adapt your Local strategy and organization to the most likely scenarios;
- Most profitable way to cope with likely scenarios, such as: stay in the market to compete directly vs. leave and outsource your commercial services.

### BEST™ a Three Phase Approach

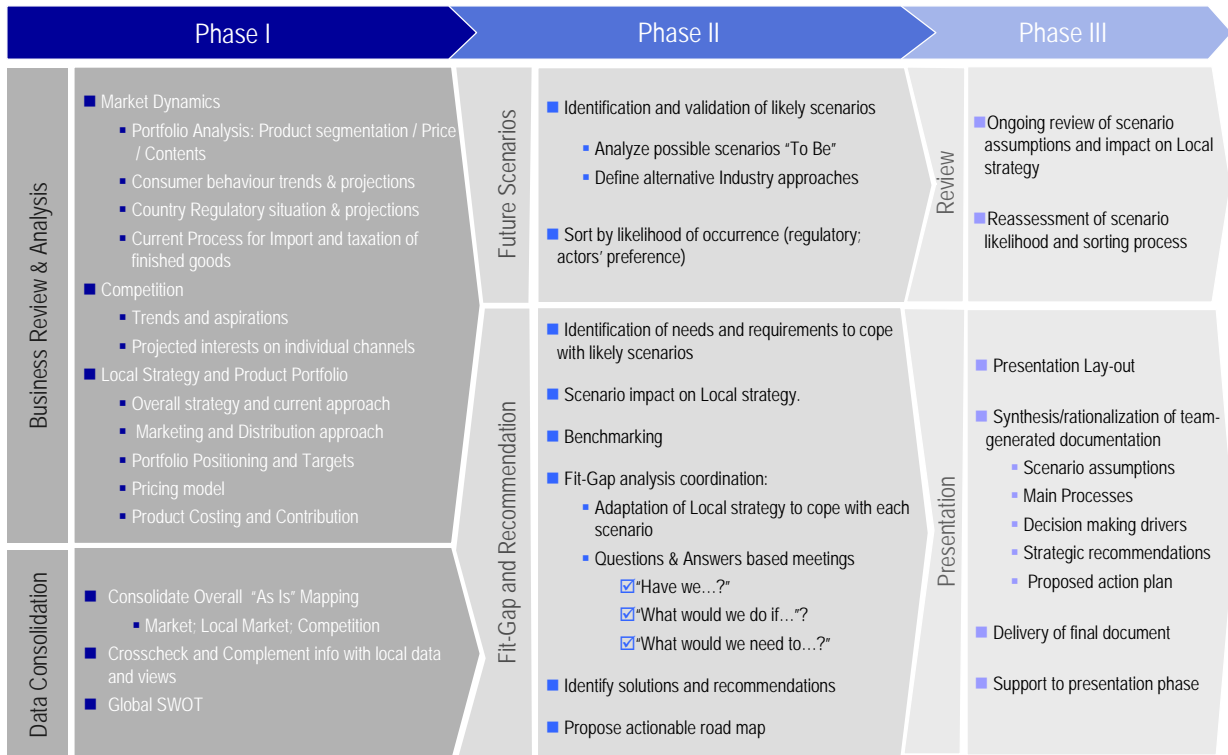
Our three-phase bottom-up approach enables you to detect and achieve immediate benefits in your market, as well as to develop a sustainable competitive advantage for the longer term.

- Phase I** Market Data Sharing and Consolidation. Situation Analysis. "As Is"
- Phase II** Scenario Analysis and Fit-Gap. "To Be"
- Phase III** Final Recommendation and Presentation

### BEST Methodology, a Three Phase Approach

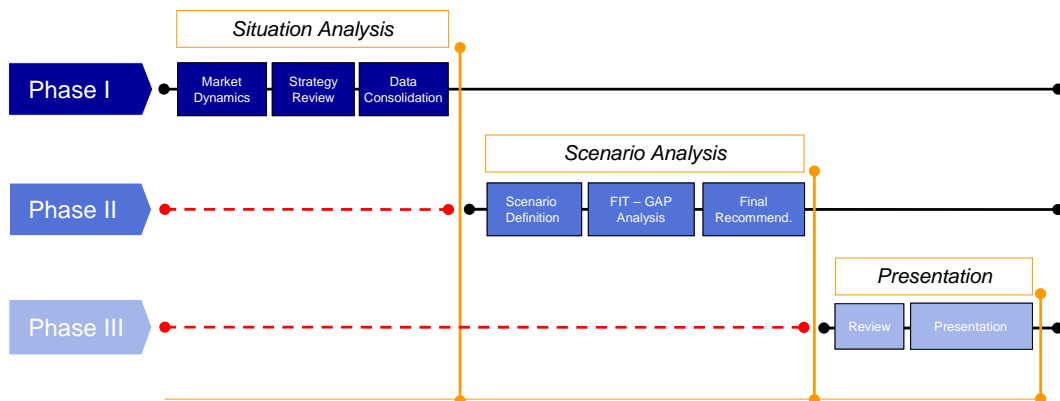


### Methodology Detailed Phases



We are confident that BEST™ and SIMOIL Consulting team will help your Local Market to unlock long term competitive advantage, as a result of a balanced mix of almost twenty years of specific business experience; situation analysis, scenario modelling and project management expertise.

### Project Description and Time Phasing



## Excerpt from BEST™ Methodology

Phase I

### Market Data Sharing & Consolidation

The situation analysis will be addressed by consolidating the following information:

- 1** **Socio economic trends.**  
Population and pro-capita disposable income, to identify changes in consumer attitude (endogenous/exogenous factors).
- 2** **Market dynamic trends**  
Total market size and dynamic; Product segments and typology; Price segments.
- 3** **Benchmark community trends.**  
Compare results of points 1 and 2 with a benchmark-set of countries.
- 4** **Country performance trends.**  
Volume and SoM; Price segments.
- 5** **Country portfolio assortment.**  
Product Board.
- 6** **Tax/Regulatory environment**  
Focus on recent local and regional impact on tax and regulatory changes.

Market Intelligence information will be reported and consolidated in form of trend-charts.

Significant and actionable conclusions will be added to the Environment projections to formulate five-year scenario assumptions, for discussion in Phase II

## Simoil Consulting Deliverables

- A discussion-facilitating environment and coordination function for:
  - Qualitative and quantitative consolidation of market information, including a five-year scenario Gap analysis;
  - Management recommendations (Full costing and profitability model, is not part of the present offer);
- A finalized presentation focused on articulating business scenarios and related recommendations.

## Simoil Consulting Prerequisites

- Ten years market and regulatory data, as of points 1 to 6 above, in chart format; strictly necessary strategic information, in presentation format; strictly necessary financial information, in numeric format.
- Management time availability.

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