

STRATEGY INVESTMENT
MAKWA LIMITED

(Winter 2004)

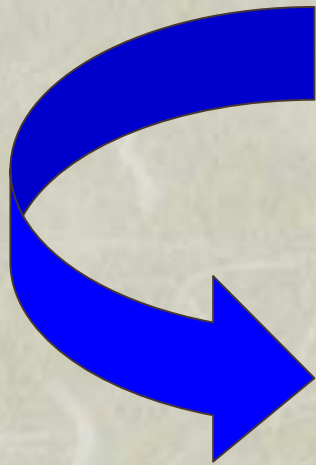
Mission

Improve corporate
organizational values
and shareholders worth.

Value

*Directing Long
Term Processes*

*Teaming with the
Group to Change*



Direction

Approving

Feasibility

- Business Scan
- First Hypothesis
- Review with Experts
- Budgeting

Commitment

Agree on: Hypothesis,
Team Members and first
action plan.

Restructuring

Planning Themes

- Portfolio / investments
- Incentive systems
- Functional, sectors and structural goals

Projected Impacts

- Investments
- Costs: Fix&Variable
- Revenues
- Non tangible

Instilling

Refocus strategy in key markets

Development of New Businesses

Focus on exports, new products, key business processes

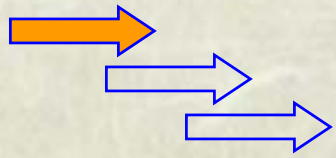
Teaming

Managing

Assigning

Staffing

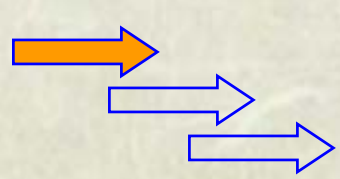




Guiding Principles

- ❖ Build program based on shareholders value
- ❖ Create sense of urgency
- ❖ Measure the process
- ❖ Work with experts
- ❖ Communicate
- ❖ Criticize
- ❖ Adapt





Managing not Consulting

Aspect

Differences

Shared
Values

We are on the trenches with you.
We take the company goals as ours.

Style

We take a stake in the company.
We work within the company.

Skills

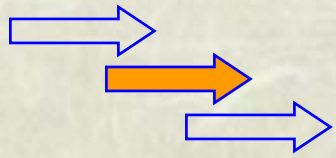
We analyse details to justify decisions.
We know how to optimize service contractors.

Staff

We all have > than 15 years of experience.
We work with proven experts

... and

We are bound / present during the decisions.
We make memorandums not reports.



Assignments

GOAL

APPROACH

LEVERS

ACTIONS

**Increase value
for old / new
Investors**

Portfolio strategies
(financing, ventures,
M&A, divestitures ..)

**Worth
Management**

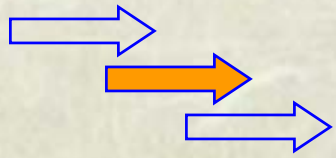
Turnaround
(OVA and cost
reductions)

Business strategies
(product, market,
channel)

**Board and Senior
Staff Governance**

Functional redesign
(Skills, staff, priorities,
reporting ..)

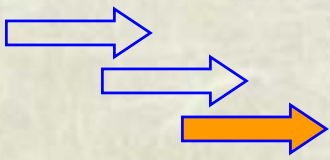
Process redesign
(strategy, integr.
logistics, channelling,
pr'ct.dev, sourcing ...)



Tools & Analysis

Samples of tools to define direction and actions

	Corporate	Business	Product	Resources
Strategy	Mission, positioning	Dynamics, SWOT	KSF, Competitive Advantages	Corporate Finance
Organization	Governance, structure, style	Motivation, OVA,	Performance, motivation	Organization design, skills, staff .
Operations	Make, buy, process design	Manufacturing, supply chain, logistics	Efficiency, development, service	Budgeting
Systems	Goals, architecture	Coverage, infrastructure	Precision	Planning, costs



Staffing

(Synergy & Flexibility)

Field Consultants

*Market Search, Databases,
Internet Advertising, Web, IR,
PR, Communications , etc.*

Financial Partners

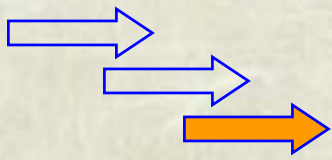
*Investment Bankers, VC,
Commercial Banks*



Industries Champs

*Biotech, Chemical & Fertilizers,
Electronics, Healthcare, SW,
Telecom, Textile, etc.*

SAMPLES



Team Leader

SAMPLE

- ❖ David G. Vita,
 - > 20 years *of experience*
 - Alumni: *C&L and Mc Kinsey&Co in Europe*
 - Key Titles: *Director, GM, COO, Fund Manager, VP Marketing.*
 - Key Experiences: *corporate management, product marketing, integrated logistics, M&A, strategic planning, turnaround, valuations.*
 - Key Fields: *broadband, medical equipment, .*
 - Public Companies Experience: *TNOLF, Massachusetts Trade Office and Massport, Italian railways and Defense Minister.*

Where to Reach us

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DYI – Strategy

- ❖ Define a problem
- ❖ Analyze
 - What is required to solve the problem ?
 - How good am I at solving it ?
 - What critical issues I will face ?
 - What interventions will be required ?
 - How will I implement these interventions ?
- ❖ Write the Action Plan

...and good luck.