



COMMUNICATIONS STRATEGISTS, INC.

The Resource for all your Business Needs.

TURNAROUND SERVICES

Business turnaround services (also known as corporate revival), which can be used for products, separate divisions or entire corporations, are always needed. Communications Strategists, Inc. (“CSI”) has been assisting clients worldwide faced with strategic management challenges for the past 20 years. With a proper turnaround service, you will be ready even in an economic downturn. Following is an insight into our Firm's business turnaround services:



- Business turnaround services can be an effective platform to construct and execute a plan of corporate revival. Regardless of the global economic downturn, today's competitive business environment requires all companies to maximize efficiencies.
- CSI's business turnaround services benefit executives worldwide, from those heading large public and private corporations under pressure from shareholders; to small, medium and start-up enterprises trying to gain a competitive edge. These services help stabilize a company, allowing for the improvements to be integrated into the normal operations of a self-sustaining, continuously improving enterprise.
- CSI's business turnaround services are tailored to the needs of each client. To determine these needs, CSI undertakes an in-depth diagnostic review of the client's business, including analysis of:



- i) Strengths, weaknesses, opportunities and potential threats;
- ii) The company's overall vision and specific business plans;
- iii) The client's industry, product lines, services, including competitor activity;
- iv) Cash flow and working capital;
- v) Sales and customer acquisition strategies;
- vi) Operational efficiencies;

➤ Together with the client, CSI engineers a strategy to suit the needs of each situation, be it a product line, separate division or other corporate issue. Popular business turnaround services include:

- i) Addressing and forecasting cash flow, cutting unnecessary costs and offering strategies to increase profitability;
- ii) Management evaluation, mentoring and restructuring;
- iii) Human resources management;
- iv) System controls and IT/IS evaluation and implementation;



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- v) Restructuring operations to maximize efficiency of tax planning;
- vi) Implementing new customer relationship management strategies - business development from current customers should be considered, along with new customers;
- vii) Assessing and facilitating sale, wind-down, liquidation possibilities;
- viii) Shared services and outsourcing;
- ix) Developing suitable marketing strategies.



- As the value of companies fall worldwide, mergers and acquisitions become more attractive. As part of CSI's business turnaround services, we can assist clients to obtain corporate financing including debt and private equity and identify corporate targets and partners.
- The business turnaround services provided by CSI are a corporate reality

check that allows senior management to take a strategic view of their company's health from a third party that is impartial to the effects of day-to-day involvement in the business. Our approach can help position companies to grow and adapt to change long after we have worked ourselves out of the project.

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