

A professional meeting scene with a blue geometric overlay containing the company logo. The background shows a person in a light-colored suit writing on a document with a pen, and another person in a blue suit with their hands clasped. A tablet and a pen are on the table. The overlay is a blue diamond shape with a white outline, containing the text 'CONSULTING HAUS'.

CONSULTING
HAUS

STRATEGY SERVICES



Strategy services

STRATEGY IS AT THE CORE OF ALL SUCCESSFUL GROWTH STORIES

With extensive industry knowledge and strategy development know-how, Consulting HAUS has been the trusted advisor for number of regional organizations who have re-developed their future outlook

Corporate strategy serves as the compass among the challenges imposed by modern business. It provides direction, aligns efforts, and defines objectives.

A well-crafted strategy fosters innovation, bolsters competitiveness, and enables prudent risk management.

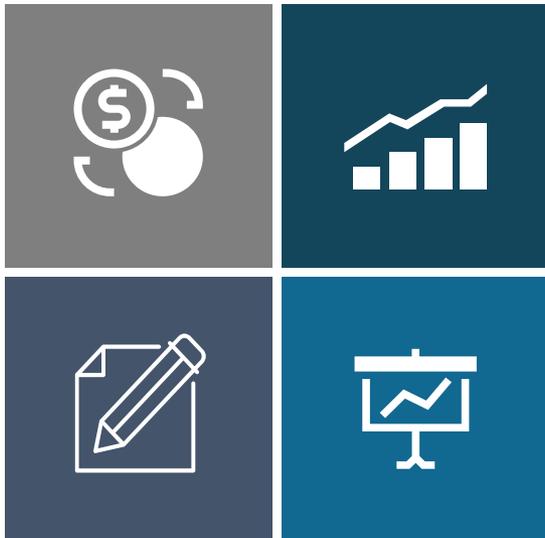
It further enables organizations to anticipate and respond to changes due to market fluctuations, technological advancements or regulatory shifts. In today's fast-paced and competitive world, a clear strategy is not just important; it's the cornerstone of organizational resilience, growth, and relevance.

Consulting HAUS excels in strategy development. Our expertise, informed by extensive industry knowledge, proven track record and close collaboration with our clients, enable us to deliver tailored solutions that address your unique goals, vision and challenges.

Our commitment to understanding your unique needs and the market dynamics in which you operate makes us an ideal partner to craft strategies that drive growth, maximize efficiency, and lead to sustainable success in a rapidly evolving business landscape.

Furthermore, our ongoing support throughout the execution phase provides stakeholders with guidance on implementation, monitor progress, and make necessary adjustments to keep the strategy on track.

This commitment to the entire strategic lifecycle sets Consulting HAUS apart...





Strategy services

SUSTAINABLE GROWTH AND PROFITABILITY IS FACED WITH A NUMBER OF CHALLENGES

In an ever-changing world, business owners have a number of questions to answer in order to achieve their growth objectives

KEY STRATEGY CONSIDERATIONS

1. VALUE CHAIN

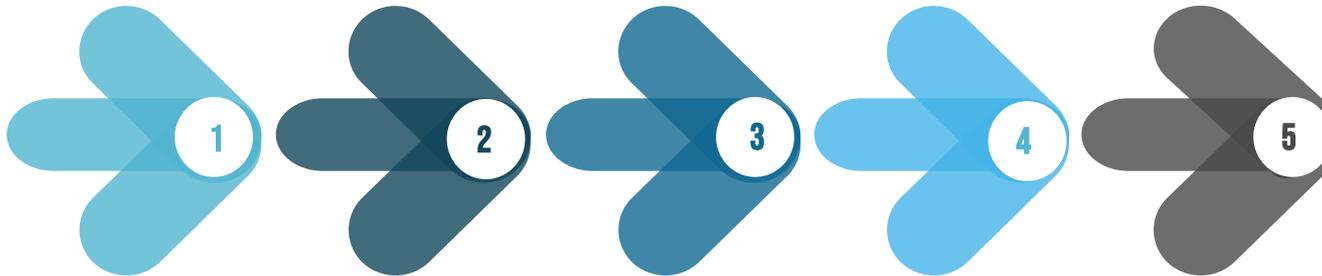
How did my value chain evolve, notably in a post COVID-19 world?

3. DIGITALIZATION

How could digitalization improve effectiveness and provide an enhanced experience to my customers?

5. M&A ACTIVITY

Will organic growth be sufficient to maintain / improve my market position?



2. PRODUCTS & SERVICES

Are my products and/or services adapted to clients needs and at least at par with my peer competitors?

4. GEOGRAPHIC PRESENCE

How has the geography I work in been growing? Will geographic diversification be necessary to drive future growth?



Strategy services

KEY OBJECTIVES DRIVING STRATEGY DEVELOPMENT

A company that has a focused strategy which is clearly understood and applied by the key management personnel will result in an array of tangible and intangible benefits

STRATEGIC OUTCOMES

OBJECTIVE ALIGNMENT

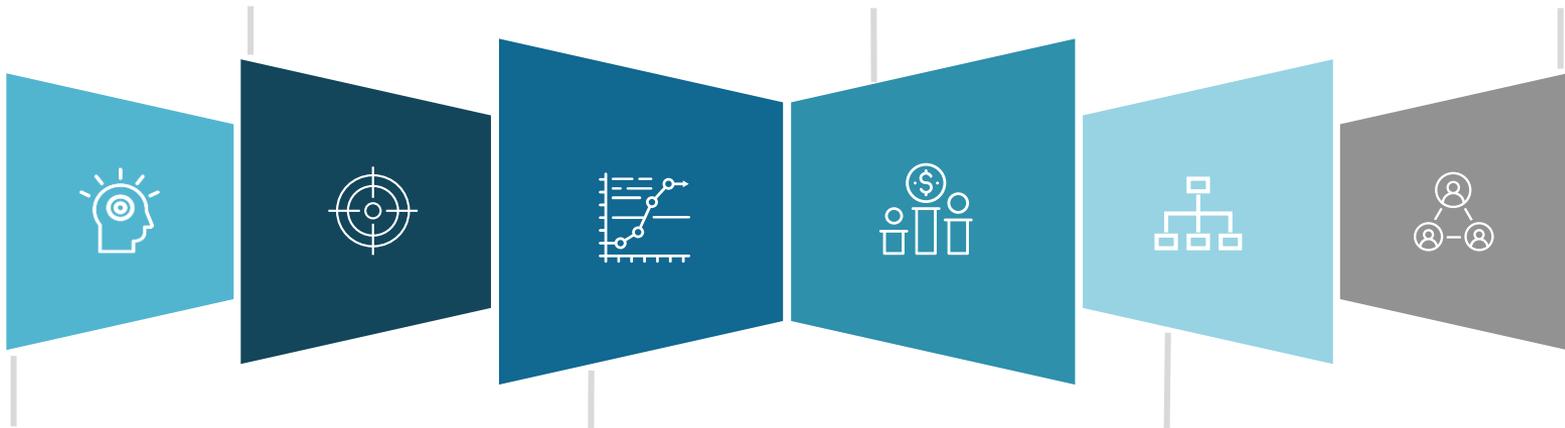
Ensure that all departments within an organization are aligned with the same set of goals and objectives. This helps in focusing efforts and resources toward common objectives.

COMPETITIVE ADVANTAGE

A well-developed corporate strategy allows a company to identify its strengths, weaknesses and existing gaps along with strategic mitigants to ensure competitive advantage.

RESOURCE ALLOCATION

Companies have limited resources. A corporate strategy guides the allocation of these resources to areas that are most likely to achieve the desired results.



STAKEHOLDER CONFIDENCE

A well-communicated and executed corporate strategy can instill confidence in stakeholders, including investors, employees, customers, and partners, as they see a clear vision for the organization's future.

EFFICIENCY AND EFFECTIVENESS

It promotes efficiency by encouraging organizations to streamline operations and eliminate redundant processes. It also helps in measuring the effectiveness of various initiatives and sets clear KPIs.

GROUP STRUCTURE

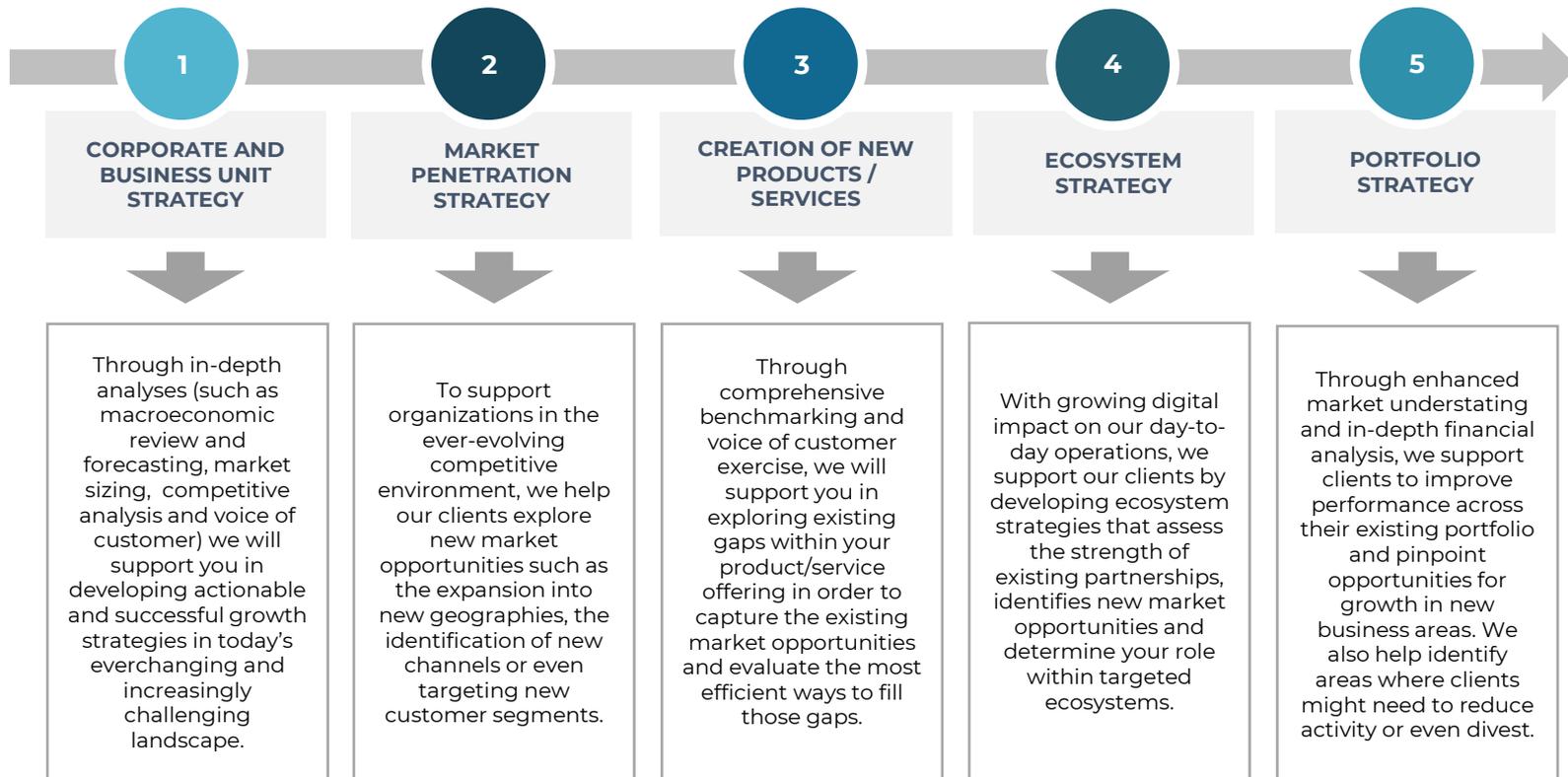
Corporate strategy guides portfolio optimizations decisions and those related to mergers, acquisitions, and divestitures. It ensures that such activities align with the organization's overall goals and objectives.



Strategy services

WE SUPPORT OUR CLIENTS BY DESIGNING AND DELIVERING STRATEGIES THAT HELP IMPROVE PROFITABILITY AND LONG-TERM VALUE

EXAMPLES ON HOW WE HELP CLIENTS



ONGOING MONITORING SERVICE

CH further supports its clients with ongoing monitoring of strategies implementation to ensure higher success rates of the underlying initiatives

Strategy for product / service offering enhancement for a leading development bank in the GCC

As part of the bank's aim of developing customized products and services to cater to the market requirements, we supported the client in reviewing the historical performance of its departments, products and services. Furthermore, we conducted a benchmarking exercise against regional and international development banks to assess their suite of products and services and assessed their suitability to our client's local market needs.

Finally, we recommended a number of products/services to be introduced by the client which were validated through voice of customer exercise.

All the recommended products/services were implemented by the client and are now operational.





Strategy services

STRATEGY CREDENTIALS: FINANCIAL INSTITUTIONS

Market positioning enhancement strategy for a leading non-banking financial institution

We performed historical financial review at a segment and product level.

We furthermore undertook a regional benchmarking to assess range of products and services, segmental revenue breakdown, profitability and digitization efforts by the client's regional peers.

Performed voice of customer exercise to understand client's services, products, client relationship and digital efforts as viewed by customers.

Our deliverables included a 5-year strategy incorporating agreed upon strategic initiatives (such as marketing, delinquency control, pricing and sales strategy) along with KPIs at a department level.





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STRATEGY CREDENTIALS: REAL ESTATE

Corporate strategy for a listed real estate company

Due to increasing competitive environment, we supported the client in reviewing its historical performance at company and project level. We further reviewed the organization structure and benchmarked the client against local and regional benchmarks to assess project diversification, marketing plans, trends, partnerships and operations.

We highlighted the resulting gaps and proposed recommended remediation plans.

We assessed the key pillars of the future strategic direction of the company and provided a detailed strategy document including phased roadmap (initiatives included amendment of the organization structure, development strategy focused on specific market segment, pricing strategy) and annual KPI's.





Manufacturing competitiveness strategy

The client sought to assess the competitiveness of the country's manufactured products both in the local market and selected export ones.

We shortlisted a number of products to be studied based on their strategic fit to the country and their relative competitiveness. We further assessed the complete value chain for each product and highlighted the gaps in the value chain.

We assessed the competitiveness of a different set of products for export markets and understood how best can such products be positioned in a shortlisted number of export countries and finally came up with recommendations for the stakeholders to support in enhancing all selected products.



A photograph of two people shaking hands in an office setting. The image is overlaid with a large, white-outlined geometric shape consisting of several interconnected polygons. The text 'CONSULTING HAUS' is centered within one of the polygons. The background is a blurred office desk with papers, pens, and a smartphone.

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