



“Where innovation meets performance”

HS Business Management Limited

HS Business Management Limited (HSi) has created a unique company offering in supporting SME companies through problem solving and implementation across sales, marketing, strategy, business planning and improvement, capital raise activities, M&A, pre-IPO, business integration, risk management and performance management. HSi has the capability to convert ideas > features > value > sales > investment opportunity. We possess high level relationships with family office, investment banks, funds, institutions and high net worth individuals from phase one to exit strategy.

HSi is a strategic consultancy with keen entrepreneurial thinking based on a team of successful people. It offers a wealth of business foresight; keen insight and experience.

HSi is a company that has a strong emphasis and belief in the philosophy and principles of business intelligence, experience based business solutions. Its track record of working on challenges within SME's and some of the premium lead fortune 500 client organizations, delivering integrated solutions with effective business processes and relevant targeted communications.

HSi's integrated approach to business embraces a holistic process specific to each client that is relevant to both the present and future needs. Our solutions impact not only the business performance but also employee motivation & customer behaviour.

The client

A company that supplies security service's and incident management across the whole planet via the two global satellite systems was seeking funding to enable the rapid growth opportunity identified within their 5 year plan, to be realised. This service enables business travellers, sportspeople and remote inhabitants in all parts of the World to summon assistance when in danger, hurt or just lost. It even enables concerned parents to track their student offspring in their travels after graduation not to mention military applications.

This unique offering required funding and a sound management team to realise its full potential. HSi brought considerable experience, a network of key resources and management coaching to enable the potential investors not only realise the opportunity for capital growth but also to be inspired by an enthusiastic, purposeful management team. Support in building the company and a global network of Response Centres to ensure effective growth, met demanding shareholder expectations, and fulfilled its customer service response expectations, the company after a SWOT analysis required a complete redesign, build and effective execution.

An Organisation designed for Growth

Confidence in the management team to achieve the business plan was an essential pre-requisite for securing the funding.

Following a detailed examination of the essential business processes required to drive the business, the key positions were identified and job descriptions defined as well as the nature of recruit to best fulfil the role. This also included the various Joint Ventures. The other core process is cash management as it is essential that the funds were distributed to the appropriate components of the manufacturing process, and synchronised the production flow and mix to satisfy the demand from the sales groups, in a way that catered for high-demand and rapid growth.

Helping their clients enhance services to their own customers

Most of the larger clients provided the products to their members as a client service or added security for their property.

HSi helped them define the most appropriate marketing approach to address the large volume prospects thereby enhancing sales productivity and direct registrations on the network.

To support the new management process, HSi supported and delivered to the management team to a new organizational structure with defined resource levels, clear roles and responsibilities and training as well as new methods of performance management. In addition, focused training and coaching will help the whole team develop an integrated service ethic to deliver the most effective and sensitive service to their clients when '*that call*' comes in wherever around the World.

Meeting the Business Need

Continuing support from HSi has enable the Management team not only to achieve the required fund raising but also design, build and manage an effective organisation to deliver their own aggressive plan and eventually lead to stock market placement.

Performance



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