

## **C**lient

French Group that is a world leader in the construction materials sector.

## **C**ontext

- Fulfil the objectives of a project launched by the Group for 2008: An increase in income of €500m in 2008 thanks to new sources of revenue and cost reductions (synergies between operational units, etc).

## **O**bjectives

- Assisting the French Marketing Department (DMF) in drawing up a business plan and the means to achieve it by 2009;
- Looking at development solutions to produce new sources of revenue;
- Identifying possible cost reductions

## **P**roject Content

- The exercise consists of three modules:
  - ✓ Analysing an entity's current activities in terms of costs/revenue and the contribution such activities make to various customers;
  - ✓ Drawing up scenarios for possible developments over a 3-year period for this entity;
  - ✓ Analysing scenarios using business case studies;
- Qualitative syntheses together with scenarios (advantages/drawbacks) and initial implementation proposals.

## **R**esults

- Marketing tools analysis;
- 3 scenarios clearly identified to ideally go from a cost centre logic to a profit centre logic;
- Sources of revenue (and cost reductions) making it possible to achieve stability by 2009 (EBITDA of €1.4m);
- Full analysis of the advantages and drawbacks of each scenario;
- How to go about implementing scenarios, dates and schedules..