

**CASE:** Assisting our client, a mid-market ecommerce company that focused on serving dental and ophthalmology ecosystem. The services included B2B (Business to Business), DTC (Direct to Consumers), Customer service & merchandizing etc. They needed Strategic Growth Advisory (including Operational & Financial Advisory) to assist with their growth initiative.

**Included:**

- Understanding daily activities & coverage
- Analyzing daily operational challenges, mitigation and exception processing
- Developing repeatable framework for operational effectiveness



**Included:**

- Analyzing team expertise, experience & skillset
- Analyzing integration with ground operations
- Identifying gaps & implementing appropriate enhancements

**Included:**

- Strategic planning & monitoring approach
- Risk identification, scenario and performance planning, capital needs & structure and integration with operational drivers
- Identifying gaps & implementing recommendations

**Included:**

- Analyzing & recommending technology coverage across different functional areas (Inventory & Shipping, Invoicing & billing, Cash Flow & Working Capital management, Operational integration with automated processes & controls etc.)

**Bringing it all together:** We assisted the client in establishing a baseline of their current operations. Further, we helped create a strategic plan & vision including establishing KPI's and operational integration. In addition, we developed a feedback mechanism for the CXO to identify near-term, medium-term and longer-term plans to support the enterprise objectives. We also helped the group to create a daily operational framework and develop technology driven enhancements to the business process.