

PROSPERITY EXCHANGE

Helping Businesses To Grow And Develop With New And Better Ways Of Wealth Creation In Business

Business Positioning is a little like changing the direction of a yacht slightly. Although the change seems subtle at first, its cumulative effect over time results in a course that moves away from the original destination at a faster rate over time and brings about a business result far greater in value than if the earlier adjustments were not made.

The truth is great businesses don't just grow from a small business doing well to a bigger and better business. They all start out with a clear business position and vision of how the business will look when it is "completed". This is what positioning a business is all about. It enables the business to be sculpted, here and now, to determine the full value of the business and maximise payouts and profits right from the start.

There are many big businesses who all started out with the owner having a clear vision of the "completed business" and through correct positioning have now become global empires.

Example 1:

Through correct positioning and a clear vision the Coca Cola brand is now worth in the vicinity of \$37 billion.

Example 2:

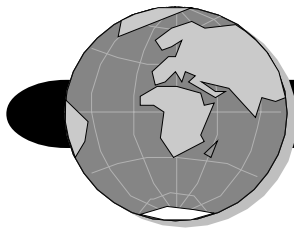
The phenomenal success of Disneyland was attributed to the innate ability of Walt Disney to see things in a completely original way. Where everyone else in a meeting would be caught up in specifics Walt would see the finished product, he could envision what everyone else seemed to miss - the magic which lived within every project just beneath the surface, waiting to be discovered. And only when he revealed what he saw there did it become obvious to everyone else that it was there all the time.

Example 3:

Tom Watson, the founder of IBM, has attributed the success of IBM to three special reasons. Firstly, he had a very clear picture of what the company would look like when it was done. Secondly, he created a vision of how IBM would act when it was done, and thirdly, he said that to become the great company of his vision he realised that they would have to act like a great company long before they ever became one. He said that every day at IBM was a day devoted to "business development", not doing business.

Over the years the PROSPERITY EXCHANGE has become exceptionally adept at helping our clients' businesses perform to their full potential. We know the importance of correctly positioning a business right from the start and understand the key issues that affects a business's success at every stage of its growth, and through our Business Positioning provide advice, experience and expertise in developing business growth and development solutions through proven methodology and sound strategic thinking. Our approach encourages a commercial mindset combined with strategic thinking, ensuring that we have a solid understanding of the issues facing your business and what is required to move forward successfully.

We work with our clients to enable them to develop insight into the unique dynamics of their business, recognize their strategic position, identify important opportunities, plan for innovation, turn risk and adversity into prospects for growth and expansion, and capture the business profit areas which normally may be out of reach.

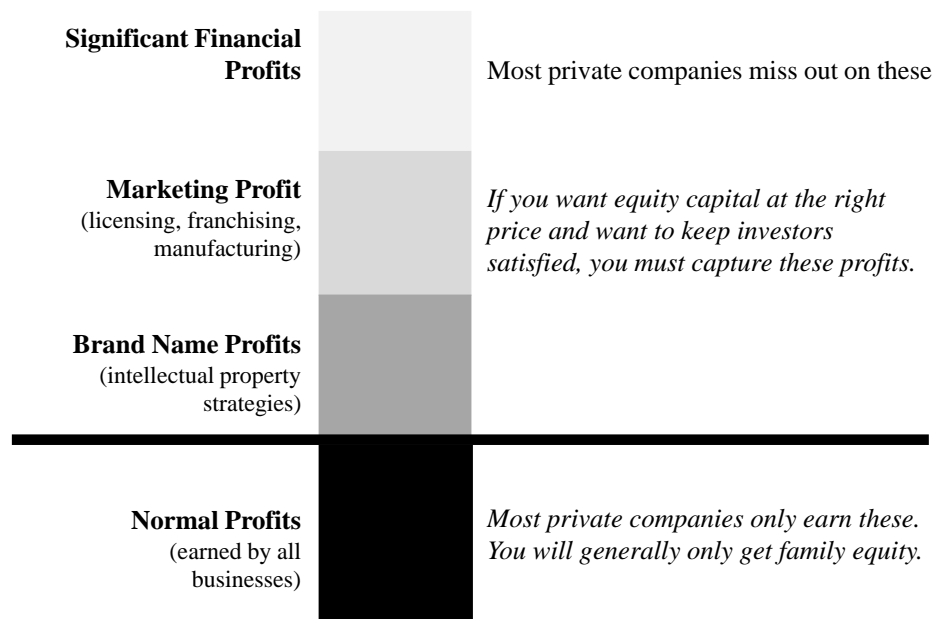


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Business Positioning also enables businesses to become market leaders in a monopoly or niche market and take advantage of not just normal operating profits but also brand name profits, marketing profits and maximised financial profits. All of which will create a far greater level of return for investors and therefore a greater level of interest in the project with real investment dollars being delivered to the business.

Business Positioning Profit Model



Through our Business Positioning we will develop for your business a Strategic Analysis Report, detailing the key result areas to be focused on and the strategies to be implemented over the next 3 to 6 months.

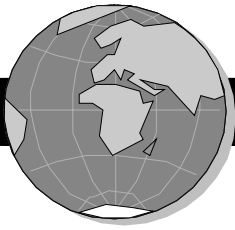
The report strategically positions your business to maximise its market and capital potential and increased commercial success. This will enable you to have a clear understanding of your business, with pre-determined key milestones and objectives allowing you to maintain focus and stay on track so that your business success is guaranteed.

The Strategic Analysis Report is developed based on information provided by you through a series of comprehensive and strategic questionnaires and meetings with a PROSPERITY EXCHANGE Consultant & Advisor over a 8 to 12 week period.

When developing a Strategic Analysis Report we focus on the following key areas in your business:

§ **Business Strategy**

- What is understood to be the vision and direction of the business?
- What is the core business (including products and services)?
- What are the key business assets, including Intellectual Property?
- What strategies are in place now?
- What are the key strategies to be addressed?



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§ **Products and Services**

- What are the key products and services?
- How do the existing products and services, including future products and services, interrelate?

§ **Financial Overview**

- What are the key product lines and associated revenue streams?
- What are the key operational costs?
- How do the costs and revenues relate with respect to similar businesses?
- How profitable can the business be in the future?

§ **Business Structure**

- How suitable is the existing business structure?
- What is the migration path as the structure grows?

§ **Resource Requirements**

- What are the resource requirements over time to grow the business?
- What core management team is required?
- What other key resources are required?

§ **Market Strategy**

- What is the existing market, i.e. size etc?
- What is the existing market strategy?
- What market strategies can be adopted?

§ **Key Findings**

- Summary of key issues to be addressed with the business, as noted from questionnaires and meetings.

§ **Action Plan and Recommendations**

- Initial 6-12 month action plan, addressing key business planning items required.
- Include any recommendations for further actions/activities.