



# EXCEL & GROW YOUR BUSINESS

George Charalambides



**FINANCE | GROW | PERFORM**



**EXCELLENCE**

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# BUSINESS EXCELLENCE

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We are what we repeatedly do.  
Excellence is not an act, but a  
habit.

-Aristotle



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# STRATEGY

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Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

-Sun Tzu



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# EXECUTION

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Without strategy, execution is aimless. Without execution, strategy is useless.

-Morris Chang



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# LEADERSHIP

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Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.

-Jack Welch



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# CUSTOMERS

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There is only one boss. The customer.

And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

-Sam Walton



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# PEOPLE

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If you take care of your people,  
your people will take care of your  
customers and your business will  
take care of itself.

-J.W. Marriott





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# INNOVATION

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Innovation distinguishes between a leader and a follower.

-Steve Jobs



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# CONTINUOUS IMPROVEMENT

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An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.

-Jack Welch





# BUSINESS IMPROVEMENTS- TOP 10

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- 1 Strategy/ Business Planning **(3-5 years)**
- 2 Budgeting & MIS **(1-12 months)**
- 3 Ineffective Board of Directors/ Management team
- 4 Non-existent or unclear Organisational Chart
- 5 Job descriptions / policies & procedures

Source: EXES Strategy Consultants projects 2011-2016



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# IMPROVEMENTS- TOP 10

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6 Staff objectives / appraisals

7 Communication issues

8 Customer feedback / customer satisfaction surveys

9 Approved supplier list & appraisals (SLAs)

10 Technology & Innovation

Source: EXES Strategy Consultants projects 2011-2016





# ADVICE FOR ENTREPRENEURS

WHAT IS YOUR ADVICE FOR ENTREPRENEURS

**What is your advice for  
entrepreneurs?**

**bt** [bigthink.com/richardbranson](http://bigthink.com/richardbranson)



# GROWTH



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# FINANCE

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## The challenge

- Family company 2<sup>nd</sup> & 3<sup>rd</sup> generation
- 22% decline in sales & tight cash flow
- Non-Performing Loans

## Our solution

- Market analysis
- Company analysis & management interviews
- Business Plan
- Negotiations with bank for two months

## The results

- Return to growth within 12 months
- Market leadership and expansion in three countries in five years (including Cyprus)



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# GROWTH - BEFORE

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Tour Operating  
– 2 countries

Airline seat  
broker-  
minority stake

Travel Agencies  
– 3

Hotels – 2 Two  
star & 2 Three  
star

Turnover €127 mn



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# GROWTH – AFTER 4 YEARS

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Tour  
Operating

Travel  
Agencies

Airline

Local  
Handling

Hotels

-5 countries  
-A Top 10  
Tour O/ tor

-26 TA  
-Large Call  
Centre

- Airline  
with three  
airplanes  
-A Top 4  
seat broker

-5 countries

-9 hotels in  
3 countries  
-Mostly 3-  
star & 4-star  
- 200+ beds)

Turnover €460 mn



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# PERFORMANCE

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Non-  
alcoholic  
drinks

Ice cream  
imports

Mobile  
telephones

The challenge: weak Cash Flow/ supplier payments delayed

Our solution: Independent Business Review

- Three activities dispersed limited resources
- Emphasis on drinks, outsource warehousing/ distribution of ice cream, discontinue mobile phones

The results

- Return to growth within 6 months
- Higher profitability and improved cash flow



# THANK YOU

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## Q&A



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