



kMatrix for Corporate Development

In our work with the private sector we have provided corporate development support to global companies like Thames Water, BAE Systems, BT, QinetiQ, Philips and Sony Ericsson as well as a large number of SMEs. This is either direct to the company or through major accounting practices and City financial institutions on behalf of their clients or acquisitions.

Corporate development involves the quantification and qualification of business and market risk using an analytical and evidence-based process built around detailed industry-specific factors and market measures. Each assessment measures and compares performance/potential against detailed market, industrial and competitive datasets and focuses on key company initiatives like:

- **Corporate Diversification:** A process that enables a client to evaluate the cost/benefits of diversification into new product markets by profiling its competencies in current markets, benchmarking them against known success criteria/ good practice for the new markets, quantifying the corporate gap in terms of risks/ opportunities/ costs, translating the outcome of the research and analysis into a clearly defined action plan.
- **Corporate Growth:** A process that measures the options for new business growth (in terms of products and markets) and the associated risks/ rewards of each option. Our analysis looks at current corporate performance, profiles it against the requirements for success in current and new markets, identifies the key risk areas and what is needed to address them. The final output is an action plan for achieving targeted company growth.
- **Globalisation:** A process that identifies the opportunities and the required actions for a company to “go global” in its chosen markets. Our research process can quantify and qualify the new target markets, identify entry points into those markets, analyse current company performance and identify the changes necessary to achieve globalisation and devise the new business model/ strategy necessary to achieve and sustain global status.
- **Consolidation:** A process that measures company performance in its current markets, compares this performance with competitors and with market requirements, identifies the markets where the company has the greatest competitive profile, devises the new business model/ strategy for consolidation around the selected markets and identifies the actions necessary to reduce business risk and improve profitability through consolidation.
- **Corporate Re-Cycling:** A process that enables the client to fully evaluate the business options for the re-cycling or re-purposing of a “problem site”. Our research includes measuring the capabilities of the site, identifying new applications (products and markets) for those capabilities and developing the business model/ strategy for the “new” business.