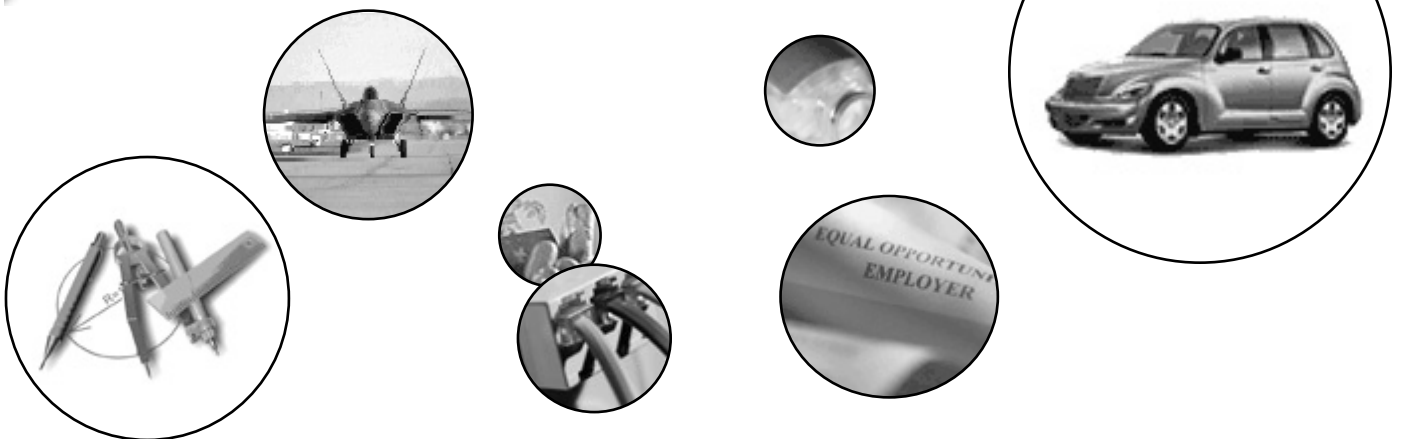


**Strategy and
Business
Improvement
Consultants**

The Asaba Group



**Working in partnership with clients to bring world-class
strategy consulting and value creating implementation
support to underserved business situations**

Who We Are

The Asaba Group is a strategy and business improvement consulting firm based in Boston, MA. Our essential value proposition lies in our strategic consulting approach, which allows us to develop and implement winning business initiatives in underserved situations.

The Asaba Group specializes in the following services:

- **Business services to small and mid-size companies** (revenues up to \$250 million), **minority- and women-owned businesses**
- **Supplier diversity excellence programs**
- **Multicultural marketing strategies**
- **Corporate development advisory services.** In some situations, we engage in principal investing **through Asaba Management, LLC.**

Our Solutions - What We Do

We help corporations, government agencies, private equity investors and small businesses to find pragmatic solutions for wide array of issues they face.

The Asaba Group's core capabilities revolve around six fundamental business needs:

1. **Business Strategy** - Assisting in building competitive advantage by delivering pragmatic and insightful business analyses.

We enable companies to achieve success by providing analytical support and focused assessment in the areas of:

- Business strategy diagnosis
- Competitive positioning
- Growth strategy development
- Market and channel analysis
- Business assessments/evaluations
- Front-end/Business case analysis (feasibility studies)
- Strategy assessment: Financial assessment and cost audits

2. **Operations Improvement** - Enhancing the operational performance, agility, responsiveness, and competitiveness of the enterprise.

Some of the practices we use to help clients achieve exceptional operational performance include:

- Profit improvement programs
- Process development - The Asaba Group uses the following tools to improve client's productivity and achieve cost reduction:
 - Kaizen events - Tailored to the client's specific business reality
 - Six sigma continuous improvement
 - Value stream mapping
 - Implementing in-process inspection
 - Lean manufacturing training and implementation support
 - Risk management and preventive maintenance programs
 - Root cause analysis and issue diagnoses
 - Strategic Sourcing/Purchasing cost reduction techniques
- Operations strategy
- Inventory management
- Assistance in achieving quality certifications

3. **Strategic Support Services** - Providing the information, intelligence, and support activities for informed decision making.

The Asaba Group provides wide range of economic and business analysis services to support informed decision making:

- Industry analysis, research, and intelligence
 - Financial management
 - Data collection, analyses, and syntheses
 - Compliance reviews and independent audits
-

4. **Supplier Development in Supplier Diversity Programs** - Maximizing business opportunities for purchasing organizations by development of mutually beneficial supplier diversity programs.

The Asaba Group helps purchasing organizations to incorporate supplier diversity into their business strategies through the following initiatives:

- Managerial and technical assistance programs
- Procurement commodity strategies
- Program development and effectiveness evaluation

We have provided hands-on technical assistance and support services to diverse (minority- and women-owned) suppliers within the following supplier diversity initiatives: **General Motors Technical and Managerial Assistance Program (T/MAP)**, the **Daimler Chrysler's Minority Enterprise Initiative (MEI)**, and the **Air Force Manufacturing Technical Assistance Production Program (MTAPP)**.

5. **Multicultural Marketing** - Developing effective multicultural marketing strategies that deliver substantial gains and superior shareholder value.

As the buying power of the minority population grows faster than the general population, significant multicultural opportunities exist in the business environment today. The Asaba Group assists clients in defining the strategic fundamentals in the multicultural markets. Some of our support services include:

- Multicultural go-to-market strategy
- Marketing program development
- Defining metrics for multicultural strategy and effectiveness evaluation

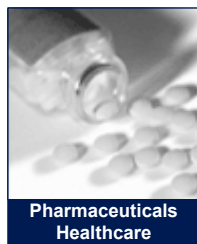
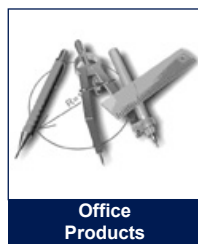
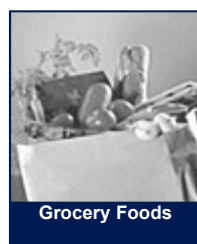
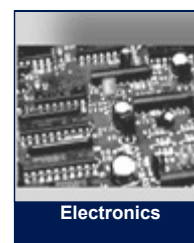
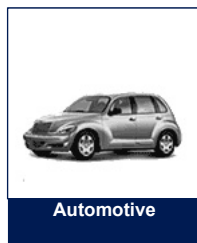
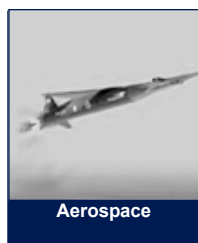
6. **Corporate Development Services** - Increasing economic value through successfully executed mergers and acquisitions.

We help our clients to realize the benefits of mergers and acquisitions through the following practices:

- Business due diligence
- Acquisitive growth programs
- Risk assessment
- Corporate partnering and joint ventures

In addition, The Asaba Group sometimes engages in principal investing through our affiliate Asaba Management, LLC. We target acquisition situations where the candidate is underperforming due to management inadequacies or strategic issues.

Industry Experience



Our Core Principles

Mission Statement: Our mission is to assist clients in creating significant levels of economic value in underserved business situations.

Vision: Our vision is to be the premier strategy consulting firm that assists clients in addressing underserved business situations.

Consulting Approach: Our mission demands that we accomplish the following:

- Develop lasting and mutually beneficial relationships with organizations focused on business and economic development in underserved business situations;
- Focus on creating real economic value – significant, measurable and sustainable results for our clients, while maintaining high standards of objectivity and integrity;
- Help clients turn strategic ideas into data driven action plans by providing insightful analysis and developing pragmatic business initiatives;
- Work we do must:
 - Be fact-based, data-driven, and analytically rigorous
 - Have an “outside-in” perspective
 - Be relentlessly focused on client success
 - Reflect our passion for excellence
 - Emphasize our teamwork and ethics

Contact Us

For more information on how The Asaba Group can help your company, we invite you to contact us:

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