

## **- Kitchen Sinks & Accessories**

### **About:**

BSE listed, this company is a leading manufacturer and exporter of kitchen sinks and accessories. The company is into manufacturing, trading and has huge export business.

### **Issues:**

The company wanted to understand which businesses should it trade in, which it should manufacture and how should it startegise to get maximum shareholder wealth. It also wanted have a better management reporting to assess the business performance. The top management wanted to redefine the strategic road map and blue print the road map for the future.

### **Methodology:**

We conducted a diagnostic study of the proposed SBU's and also ascertained the investment requirement in each. We also analysed the optimum funding pattern and advised the financial structuring of the proposed SBU's.

Based on our Financial Projections, we helped the organisation chalk out their intended growth trajectory taking into account all the possible internal variables and market factors.

### **Impact:**

- ❖ Strategic options identification leading to improved performance that was reflected in the rising share price and Profits of the company.
- ❖ Strengthening of the Internal reporting processes reflecting the true financial position of the company thereby assisting the top management in better decision making capability.
- ❖ Optimised performance of the company's subsidiary due to our formulated strategy plans and adherence to the suggestions therein to achieve the projected growth.