

MX | BRAND
DEVELOPMENT.FZE



SUSTAINABLE SOLUTIONS FOR YOUR ORGANIZATION

MX BRAND DEVELOPMENT is an advisory and consulting group with global presence, and a worldwide provider of business solutions. What we believe is that it is best to design solutions in close cooperation with our clients because each client and each project is unique. This approach enables us to develop solutions that are relevant and not just personalized.

Using this practical approach, we can identify the needs of a company or a product and obtain the desired impact, realize its full potential and, most importantly, find out how to develop, implement and measure the proposed strategy in the best way.

We boast years of experience from the real world in business development, from foreign subsidiary development, from licensing, export, market development, product development, from retail, B2B and B2C sales, training and more. In this way we ensure the success of our clients.

WHO ARE WE ?

We are passionate about the development of talent and the optimization of businesses in order to achieve their growth aspirations. We work as an integral part of the team.

Our management style with hands on side-by-side plays a central role when it comes to help grow, transit or integrate businesses, teams and products.

Our belief in the company, the brand, the strategy, the product and customer experience by every member of the team is the core to achieve success, and all of our team know this.

The **MX BRAND DEVELOPMENT** team's experience offers a deep and broad network of connections and engagement with our clients. This ensures that when we implement and execute, we make the things happen together.

THE TEAM

The **MX BRAND DEVELOPMENT** team consists of business & market strategists, academics, senior executives and international managers.

They have the ability to provide a global perspective while they use an approach that is both flexible and realistic. These are specialists with worldwide experience in manufacturing, licensing, sales, retail, operations and customer experience with products that range from mainstream to luxury.

But most importantly, all team members champion beliefs and values of integrity and excellence that are shared by all the team. The importance and value of relationships are recognized to be paramount by all of them.

EXPERIENCE

- International brand development and expansion
- 20 years global experience across various industries, furniture, bedding, beauty, pharmaceutical, manufacturing and retail
- Experts in premium brands, marketing, manufacturing, sales
- Retail acumen / from multi site majors, big box, franchises to owner operated on a regional and global level
- Team functionality and management
- Training / product and sales for front line staff, executives, organizational change
- Cultural awareness
- Product design
- Product development and sourcing / hospitality, residential and private label
- Manufacturing design, operations, and process
- Component sourcing

WHAT WE ARE DOING

We translate the specific needs and requirements our clients may have into solutions that are innovative and implementable in order to improve the performance of a company.

Collaboration is a key factor. We integrate the knowledge and feedback from engagement with the key drivers of an organization who are relevant to the project. This may be the management team, the R&D department, manufacturing, marketing, and/or sales. Together with these business unit, we develop the strategic business plan.

Next, this road map is utilized to develop and implement the change phases. It also helpful to determine whether or not the company has the organizational capacity to ensure that the opportunities can be implemented effectively.



It is pointless to develop a strategy but to omit implementation and measurement. These are often elements of a strategy that are forgotten. The key and ongoing proof of progress is a well-pondered, planned execution. This is the blueprint for success that is on its way.

To ensure that the strategy is guided down the right track and to achieve maximum gains and benefits, continuous management of the implementation is required.

An essential indicator of the level of success, but also of required corrective actions that need to be taken to ensure that the goals are met within the established time frames, is ongoing measurement.

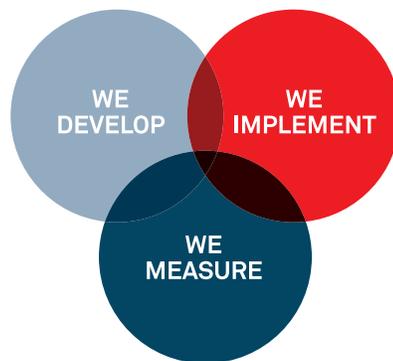
CLIENT SERVICES

Advisory and consulting services rely too often on a “one size fits all” or “plug & play” methodology. In contrast to this, we believe that solutions should be designed together with our clients, and that each client and project is unique. In this way, we develop solutions that are not only personalized but that are relevant.

The **MX BRAND DEVELOPMENT** team guarantees that future changes within a company have impact and effects. In the next step, the relevant departments and processes are aligned to support the implementation of the proposed strategy from launch to long term.

Expansion planning (Global, regional, and local) ?

Be it a company or an existing or a new brand we have years of expertise in market penetration within or beyond existing borders on a global scale.



Training program development and implementation.

When it comes to improve the performance of a company, the staff assume a core role. They need to be effective and aligned in order to contribute to the goals and to ensure that the strategy is successful. Here, the key is training, communication, and empowerment.

- Operations
- Organizations
- Product
- Sales
- Cultural
- Language

Brand support

We determine whether the current brand support model is effective and suitable as a platform on which the new initiatives can be built and driven.

We consider market position, market changes, competitors, product selection and positioning, marketing suitability and cultural awareness, if this is relevant to an expansion beyond current borders.

Market research ?

This includes market identity, market entry and opportunity, export potential, category landscape, pricing matrix, international markets, and brand awareness.

Product development ?

We have much experience in developing new or enhancing existing products that may range from mainstream to luxury. In order to be successful, the product development must encompass the core company and brand values. Product development should not be an isolated function.

Quality management ?

Long-term success depends on the critical precondition that the product which is produced and delivered will deliver the brand promise every time. We ensure that both the manufacturing quality assurance processes and the customer relations are aligned so as to satisfy the end user.

Change management

No matter which change is involved restructuring, new processes or systems, leadership changes etc. It is necessary to examine which effects the future changes will most likely produce within a company so that the company continues to prosper.

An essential part of this process is to understand the company's core values because they are evident in the corporate culture and the general work ethic. If these values change, so will do other organizational elements which are interrelated. This must be considered.

Accordingly, and depending on the case, some things may need to be realigned in order to improve performance or to maintain alignment (and performance). A smooth engagement in the course of the evolving process requires to be well-prepared and to have well-informed teams.

BUSINESS & OPPORTUNITY ASSESSMENT

We work with individuals and businesses of all sizes and develop and achieve their defined goals, keeping the necessary balance between long term aspirations and short term performance. We focus on the key drivers such as:

- Effective methodology of the teams management, sales, trainers and customer relations
- Cultural awareness of new markets
- Customer support
- Team training encompassing operations, marketing, sales and logistics
- Quality control
- Factory design and layout



STRATEGY

No matter whether the object of consultation is a new product, enhanced business strategies or international or domestic growth, we can offer our strong situational experience, our leadership and our analytical skills in order to achieve brilliant results and to make a lasting impact.

We are passionate about developing talent and optimizing businesses in order to achieve their growth aspirations and we work as an integral part of the team. Our hands on side-by-side management style plays a key role to help achieving growth, to transit or integrate businesses, teams and products.

- Business planning
- Expansion planning and execution domestic and international
- Action planning
- Competitive advantage
- Branding
- Market positioning
- License development
- Launch planning and execution
- Retail development and planning
- Team methodology assessment, development, KPI, structure
- Benchmarking
- Customer Relationship Management (CRM)

BRAND VALUES

Be it mainstream or luxury brands, delivering the brand promise to the end user is a key factor. At the same time, your brand's essence and personality must be communicated effectively.

- Brand identity
- Market research
- Competitive assessment, demographics of the market, customer target, style, design, price point, suitability
- Product development
- Manufacturer brands
- Private label (In house) brands
- Hospitality
- Website

SITUATIONAL EXPERIENCE

We have traveled to over 50 countries in the Asia Pacific, Middle East, Europe, North America and South America to create new opportunities and to further growth and innovation in established businesses.

This experience enabled us to unite worldwide manufacturing, distribution, retail and hotel projects and to bring relevant and current know how to every project.

Our experience is from the real world in business development, licensing, export, product development, retail, B2B and B2C sales, training and more

NORTH & SOUTH AMERICA

USA
Canada
Mexico
Caribbean Islands
Bermuda
Brazil
Honduras
El Salvador
Guatemala
Colombia
Argentina

EUROPE

UK
Italy
France
Austria
Germany
Belgium
Finland
Switzerland
Sweden
Netherlands
Greece
Iceland
Russia
Turkey
Poland
Romania

SOUTH EAST ASIA

Thailand
Singapore
Malaysia
Vietnam
Indonesia
Myanmar
India
Philippines

ASIA PACIFIC

Australia
New Zealand
Japan
China
Hong Kong
Taiwan
South Korea
Macau

MIDDLE EAST AND AFRICA

UAE
Kuwait
Saudi Arabia
Jordan
Oman
Qatar
Israel
South Africa
Egypt



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