

cayla consulting group

>> enhancing value + performance

introducing cayla consulting group



cayla consulting group is an **international hands-on management consulting company** offering various business solutions across European borders. We combine the methodological competence of a management + strategy consultancy with the in-depth business know-how + sector expertise of successful senior executives.

our approach: to help our clients successfully master entrepreneurial challenges. This requires both analytical + quantitative competencies, as well as pragmatic solutions based on hands-on business sector know-how and expertise.

our competence: founded on the extensive experience of our team of partners as well as on the vast wealth of sector specific and/or function specific know-how of cayla's network which includes more than 1,500 cayla professionals. This approach clearly distinguishes cayla consulting group from most conventional management consulting firms.

our results: cayla consulting group maintains and increases the value and performance of our clients' business by applying a holistic approach, a strong commitment to excellence, ambition, creativity, quality and operational responsibility as well as a total commitment to our clients' success.

our local presence: with offices + partners in most European markets we are active across Europe. From our offices in München, Hamburg, Wien and Zürich we support clients in the German speaking countries and Central + Eastern Europe. Our Rotterdam office serves clients in the Benelux and our offices in Stockholm service clients in the Nordic + Baltic countries. The Barcelona and Torino offices serve clients in the Mediterranean area.

our business solutions

operational consulting

- >> restructuring + turnaround
- >> market entry support

corporate finance

- >> mergers + acquisitions
- >> commercial due diligence

interim executive implementation

- >> restructuring management
- >> integration management

performance consulting

- >> logistics + procurement
- >> operations + processes

our clients are financial services institutions, such as private equity funds, venture capital firms, banks as well as mid size privately owned companies but also international concerns. Our assignments usually concentrate on companies with an annual turnover ranging from EUR 25 million to EUR 1 billion.



benefits to our clients: the analysis of a company's problem(s) is for us only a means to an end rather than a goal in itself. We solve problems in a seamless process from the definition of problems to developing measures all the way to a careful but decisive execution of these measures aimed at lasting results.

The focus of a specific assignment entrusted to us has a large influence on the composition of the team of consultants and professionals. We set up teams with the best possible combination of skills to get the specific job done and achieve the results our clients really need. Initially our consultants who have strong analytical skills assess the status a company finds itself in, whereas during the next stage the more implementation and problem solving oriented partners and/or cayla professional assume a dominating role. Experience shows that the personal and informal contact offers far more in depth knowledge and generates more pragmatic solutions than plain desk or data-base research by consultants.

As a consequence we almost always include sector specific cayla professionals in our project teams in order to ensure invaluable access to the information of the contact and sector networks in all project phases.

The benefits for our clients include but are not limited to:

- >> business development acceleration
- >> operational efficiencies
- >> profit maximisation
- >> rapid market penetration
- >> improved resources utilisation
- >> global sourcing + supply chain enhancements
- >> harmonisation of enterprise-wide sales, marketing + operating strategies
- >> focus on core competencies
- >> efficient corporate finance + strategic transactions



our sector specific experience

is focused and centralised within industry practices headed by our partners.

They are responsible for the timely and result oriented execution of project tasks. Our partners possess substantial experience and extensive contacts within the relevant industry.

The cayla partners' detailed understanding of the challenges and trends driving our client's industries allow us to provide valuable insights as well as applicable experience in strategic and tactical implementation.

cayla consulting group offers profound experience + expertise in the following industry sectors:

- >> trade + industry
- >> transport + logistics
- >> automotive + subcontracting industry
- >> cleantech + renewable energy
- >> media + publishing
- >> it + telecommunication
- >> commercial + business services

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Usually our partners can offer sector benchmarks, provide access to relevant industry networks and are aware of the critical success factors within the specific sector. We wish to offer our clients the strongest possible combination of competence + commitment resulting in clear results for our clients.

We have made the understanding and knowledge of our client's business sector, competitive environment and its entrepreneurial spirit our key success factors.

innovation: powerful combination of analytical + methodological know-how with sector + managerial expertise allows us to solve complex problems

expertise: our most important asset next to our own team of partners is the knowledge and resources of highly motivated and experienced cayla professionals

experience: proven competencies that are readily applicable to our clients' business

speed: the competencies of our own staff as well as our professionals can be made available within 48 hours and will deliver results fast

track record: successfully executed projects focused on increasing overall profitability and shareholder value

commitment: cayla consulting group's commitment + partnership lead to sustainable and long lasting client relationships

reliability: cayla consulting group is a well established group with a proven track record of almost 10 years

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We welcome the opportunity to present our approach in detail upon request on short notice.

contact details head office München

Gut Mentschwaige
Mentschwaigstr 4
81545 München
GERMANY
p. +49 89 523 043 30
f. +49 89 523 043 39
welcome@caylagroup.com
www.caylagroup.com