

Business Resource Proposal:

GLOBAL CONSULTING

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Legal entity/business structure:

The company proposed is a corporate structure composed of professionals such as Certified Public Accountants, Engineers, Medical Doctors, Educators and Teachers and IT experts that provide international professional consulting, advisory and strategic information data banking for companies entering the global market. It will be composed of former individual consultants and respected professionals in the industry .

Business offering:

Products and services offering are primarily consultancy and professional allied services related to business development, audit and management advisory services for the CPAs group, structural design and reengineering processes for the engineering group, strategic information and research gathering for IT and educators or medical advisory services for doctors and nurses that may take the form of direct and outsourced services. Here, the core competencies are primarily the professional expertise and practices that has made the incorporators different from the rest of the industry with combined 100 years of consulting work in every continent. This includes the strong demand for advisory services from international experts in the midst of the global competition. The customer base developed by the original members of the Board is providing the primary market for the consulting group. The original incorporators are respected experts in their fields of endeavors and already have their global customer base to start with.

Products, services, information or idea being provided are intangibles and logistics needed to compete in an industry. The corporation is expected to serve only one company in every major industry at any given time to avoid conflicts of interests with competitors. The unique selling proposition is the company's primary purpose of direct and outsourcing services in the field of accounting and audit, structural design, medical services, research and information technology expertise. There are other management consulting experts but there are no substitutes for services

that are delivered in a highly professional and personal commitment for excellent services that monitors client effectiveness throughout the year. One strong competence is the company/s ability to transcend the multicultural dimension of operations critical to internationalization and adaptation.

Market.

The market is global in nature and clients primarily belong to those intending to open overseas offices and branches. Pricing is negotiable on a case-to-case basis with clients and mostly conducted on cost-plus basis. The extent of relationship and business generated from such client will likewise be considered in consultancy pricing. The company intends to establish representative offices in key areas of every continent to be able to attain a global reach to all possible business opportunities. Promotion will be intensive through print and visual media to bring through the market the mission and philosophy of the company.

A1 A SWOT analysis of the company indicate the global influence of its key people as its strength. Their established clients are well stationed in key areas in the continents of Asia, Europe, North and South America, Australia and New Zealand and Africa. The synergy of the influence of the incorporators is a great strength of the new company in the midst of the opportunities provided by the knowledge era to most multinational firms taking advantage of the globalization phenomenon. A potent threat faced by Global Consulting is the competition provided by other professional advisory services scattered all over the world. However, their highly specialized consulting area is a weakness compared with Global Consulting depth of expertise.

Strategies.

The competitive advantage of Global Consulting is its capability to sustain a **cost advantage with a strong differentiation** strategy and the **highest level of quality** of services that can be provided and attaching to its after-sales warranty to customers. (Hill, 2008) The high sense of ethical conduct, good corporate governance and international transparency by the professional corporation will be the basis of its dream of being among the most admired professional outfit

within five years. Global Consulting believes that corporate integrity begets trust and credibility and honest-to-goodness business in the market.

Main financial projections.

The assumptions here are focused on the total commitment of the incorporators in sustaining the advisory grouping. Hence, the initial investment will be considered high at \$50m in a \$100B revenue market dominated by the big 4 consulting firms such as KPMG, Ernst & Young, PriceWaterhouseCoopers, Deloitte & Touche and the rest of competing entities in the market. Revenues during the first five years will average \$250m and return on investment estimated at a low of 30 percent to a high 100 per cent during the initial five-year period. With a projected established reputation for quality but reasonable professional fees, Global Consulting is expected to be the dominant player of the consulting industry with about 30 per cent hold of the market by the end of its tenth year. The company is expected to be publicly listed in five years.

Performance measures.

Global Consulting will utilize the Balance Scorecard template as its strategic planning and implementation tool with a strong adherence to the principles of six sigma, ISO, accreditation and certification of world class quality of products and services.(Kaplan & Norton, 2004) Global Consulting will assure its clients with the best practices in the industry and is expected to adopt a highly responsive organization and management that is sensitive to the various stakeholders of the firm. The use of the scorecard will ensure balance in managing its customer, shareholders, the learning and growth of its people and a highly responsive internal system and processes.

Reference list

Anthony & Govindarajan, *Management Control Systems*, 10th Edition, McGraw-Hill, New Jersey, 2003

Hill, C. 2008 *International business*. Competing in the global marketplace. 7th Edition, New York. McGraw-Hill Education (Asia), pp. 615-616.

Kaplan, R. & Norton, D. (2004). *Strategy Maps*. Converting intangible assets into tangible outcomes. Boston. Ma. Harvard Publishing Corporation.