

Sustaining and accelerating business growth

Today's fast-evolving business landscape poses many companies with the question as to whether traditional approaches to strategy are enough to solve the challenges of revenue growth, maximising shareholder return, and accelerating market penetration.

But dedicating senior management time - and finding the expertise and knowledge - to research, develop, and perfect the strategy for growth is not easy.

Future Materials Group offers proven experience and expertise to companies wishing to invest in strategies for growth. We augment senior management of high-growth start-ups and major multinationals alike, bringing hands-on experience directly into the organisation.

Today, your attention and your management resources are concentrated on maximising your market position, on acquiring and retaining customers, and on engagement and penetration in existing markets. This tactical workload leaves little time for you and your team to consider - in depth - emerging and new market opportunities.



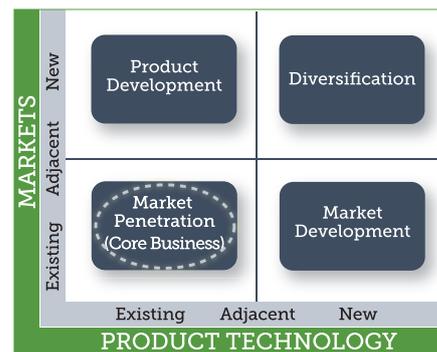
FMG starts working for you with a comprehensive assessment of your core competencies and capabilities. With this as the foundation for a growth strategy, we work with you to search for attractive

opportunities, scanning, sifting and prioritising potential products, services and markets. We evaluate the possible revenues, profits, market entry costs and timescales, and likely synergies, to arrive at a decision support document – an informed growth action plan.

Shared with your senior team, this plan is developed to deliver specific opportunities and indicate a clear direction for future activities, all in alignment with your overall business goals.

Four strategies for growth

Used in isolation or in combination, the following strategies are proven at varying points in a company's lifecycle.



1. Increasing market penetration

Increase sales of current products and services to existing customers – 'defend and build the core'. What is a sustainable - and the most profitable - level of market penetration? Are you over-exposed to a small number of large customers? Is a niche product range vulnerable to a disruptive technology shift?

2. Product development

Look for new opportunities to meet existing and emerging customer needs through a pipeline of product innovation. Once new customer needs have been identified and associated product development briefs constructed, what is the most effective way of filling this pipeline? Investigate in-house product development, sub-contracted product development, technology licensing or acquisition.

3. Market development

Broaden the company's customer-base through expansion into new territories or regions, new or adjacent market segments and new business models: Where can niches be developed and quickly broadened? What new sales channels are needed to reach these new market segments? Is it best to develop these organically or through strategic partnerships?

4. Diversification

Move further away from existing markets and product technology, but appreciate the higher risks. The reward is the creation of an entirely new growth stream – and a reduction in business risk. What opportunities exist to use your existing competencies and capabilities to diversify? What is the best entry strategy - organic development, Joint Venture, acquisition? How to plan and measure?

Working with FMG

Future Materials Group works with businesses internationally in the Advanced Materials and High Value Manufacturing sectors at all stages of their development, from start-up to maturity. We are trusted internationally for robust, pragmatic CXO and board level support for business growth planning, growth finance, and mergers and acquisitions.

Planning and implementing strategies for growth, demands sensitivity and confidentiality. We do not talk openly about our track record or historical projects: with FMG your project confidentiality is guaranteed.

Every project in which FMG engages receives the full commitment of our senior team, from start to completion. Our experience has shown us that strategies for growth are only fully and successfully implemented when they receive high level attention, both externally from FMG and internally from our clients' teams.

FMG brings clarity of purpose to our joint objectives: to maximise value at every stage of your company's development.

If you have business growth in mind, please contact us for a no obligation introduction to how we can help you achieve your business aims, by emailing info@futurematerialsgroup.com or by calling **+44 (0)1223 421025**.