

PRIMAXX™

NAVISTAR™

PRIMAXX, AN INTERNATIONAL MANAGEMENT CONSULTING FIRM, IS OFFERING **NAVISTAR**, ITS SCENARIO PLANNING AND STRATEGY DEVELOPMENT SERVICE, TO FIRMS WHO ARE NAVIGATING THROUGH INDUSTRY RESTRUCTURINGS AND DYNAMIC MARKET CHANGES.

BACKGROUND

WITH THE CONTINUED INCREASE IN MAJOR MARKET TRANSACTIONS AND INDUSTRY-WIDE CONSOLIDATIONS, COMPETITIVE POSITION REMAINS A TOP CONCERN WITHIN MANY OF TODAY'S BOARDROOMS. RECENTLY, CEO'S AND OTHER EXECUTIVES HAVE REQUESTED A SERVICE THAT PROVIDES A PROCESS IN WHICH THEY CAN EFFECTIVELY RESPOND TO SIGNIFICANT MARKET CHANGES BEFORE THE COMPETITION.

WHETHER IT'S ARTICULATING A SET OF POSSIBLE INDUSTRY OUTCOMES, DEVELOPING A GO-TO-MARKET STRATEGY DESIGNED TO WIN A LARGE CUSTOMER ACCOUNT, OR PROVIDING STRATEGIC ADVICE ON A RECENT MERGER, NAVISTAR REPRESENTS THE BEST PRIMAXX HAS TO OFFER.

WHAT IS IT?

THE PRIMARY FOCUS OF THE NAVISTAR SERVICE IS TO QUICKLY AND EFFICIENTLY LEAD SENIOR MANAGEMENT THROUGH THE PRELIMINARY PHASES OF A SCENARIO PLANNING AND STRATEGY DEVELOPMENT PROCESS.

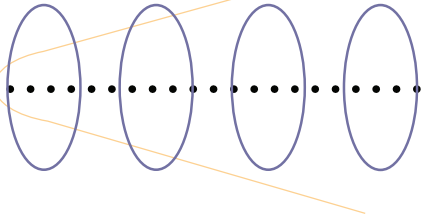
SCENARIO PLANNING - NAVISTAR ASSISTS SENIOR MANAGEMENT WITH ARTICULATING A SET OF POSSIBLE FUTURES, OR OUTCOMES. THE VALUE IN THIS PROCESS IS NOT TO "PICK" THE DESIRED FUTURE, AN IMPOSSIBLE TASK, BUT TO DEVELOP AN UNDERSTANDING OF HOW A NEW VENTURE WOULD RESPOND IF A PARTICULAR "FUTURE" CAME TRUE.

STRATEGY DEVELOPMENT - NAVISTAR TAKES COMPETITIVE, CUSTOMER, AND COMPANY INFORMATION AND COMBINES IT WITH THE WORK COMPLETED IN THE SCENARIO PLANNING EXERCISE TO ASSIST SENIOR MANAGEMENT WITH FORMULATING A MORE ROBUST STRATEGIC DIRECTION. ONCE COMPLETE, EXECUTIVE MANAGEMENT IS THEN ABLE TO DEVELOP STRATEGIC PROGRAMS TO BETTER POSITION THE ORGANIZATION TO TAKE ADVANTAGE OF OPPORTUNITIES AS THEY ARISE.

HOW DO I GET STARTED?

CONTACT US AT 512-917-7100 FOR SOME GUIDELINES ON HOW TO SELECT YOUR PLANNING TEAM PARTICIPANTS. OUR EXPERIENCE SHOWS THAT THE RIGHT MIX OF FUNCTIONAL AND MANAGEMENT-LEVEL REPRESENTATION CAN PRODUCE SIGNIFICANT RESULTS. ONCE SELECTED, OUR PROFESSIONALS CAN ASSIST WITH PREPARATION FOR THE PLANNING AND DEVELOPMENT SESSIONS.





ABOUT PRIMAXX

PRIMAXX, IS AN INTERNATIONAL MANAGEMENT CONSULTING FIRM SERVING FORTUNE 500 COMPANIES, GLOBAL MARKET LEADERS, AND NEW OR EMERGING BUSINESSES. OUR CLIENTS COMPETE WITHIN VARIOUS INDUSTRY SECTORS, INCLUDING HIGH TECH, CONSUMER PRODUCTS, ENERGY AND CHEMICALS, FINANCIAL SERVICES, HEALTHCARE, MANUFACTURING, TELECOMMUNICATIONS, AND UTILITIES. MORE INFORMATION CAN BE FOUND ON OUR WEB SITE AT WWW.PRIMAXX.COM.

FREQUENTLY ASKED QUESTIONS

Q. WHAT IF I NEED HELP WITH THE "BASICS" SUCH AS MISSION STATEMENTS, ORGANIZATIONAL STRUCTURE, EMPLOYEE ROLES AND RESPONSIBILITIES, OR INCENTIVE COMPENSATION STRUCTURES.

A. NAVISTAR IS THE PLACE TO START BECAUSE THE SERVICE IS CUSTOM-TAILORED TO EACH INDIVIDUAL CLIENT NEED. IN ALMOST 100% OF THE CASES, OUR EXPERIENCE SHOWS THESE ISSUES ARE BEST ANSWERED IN THE CONTEXT OF THE ORGANIZATION'S STRATEGY. ORGANIZATIONAL STRUCTURE, FOR EXAMPLE, AND THE ISSUES AROUND CUSTOMER-SEGMENTED VERSUS GEOGRAPHICAL-SEGMENTED DESIGNS CAN ONLY BE EFFECTIVE WHEN CONSIDERING THE FIRM'S STRATEGIC OBJECTIVES.

Q. WE ALREADY HAVE A STRATEGY. WHY WOULD WE USE NAVISTAR?

A. OUR EXPERIENCE SHOWS THAT ORGANIZATION'S WHO DO NOT COMPLIMENT THEIR "REGULAR" STRATEGY FORMULATION ACTIVITIES WITH A FORMAL SCENARIO PLANNING EFFORT ARE LESS PREPARED TO DEAL WITH MAJOR SHIFTS IN THEIR COMPETITIVE LANDSCAPES. SIGNPOSTS, A COMMON OUTPUT OF THE SCENARIO SESSION, HELP MANAGEMENT UNDERSTAND INDUSTRY TRENDS AS THEY HAPPEN RATHER THAN AFTER THEY HAPPEN.

Q. HOW IS PRIMAXX ABLE TO PROVIDE THIS SERVICE TO A WIDE RANGE OF INDUSTRIES?

A. DURING THE PAST FEW MONTHS, WE HAVE TAKEN OUR CORE PROCESSES AND DEVELOPED AN APPROACH BETTER SUITED FOR DIVERSE BUSINESSES. THIS HAS RESULTED IN A COST-EFFECTIVE PROCESS WHICH IS STRUCTURED ENOUGH TO PROVIDE CONSISTENT RESULTS YET FLEXIBLE ENOUGH TO BE ADAPTED TO UNIQUE ORGANIZATIONAL OR INDUSTRY SITUATIONS.

Q. MY ORGANIZATION ONLY HAS 15 EMPLOYEES. IS IT TOO SMALL TO BENEFIT FROM NAVISTAR SERVICES?

A. THIS SERVICE HAS A PROVEN TRACK RECORD WITH ORGANIZATIONS OF VARIOUS SIZES. TO-DATE OUR "SMALLEST" CLIENT WAS A TELECOMMUNICATIONS CONCERN WITH 5 EMPLOYEES. THE NAVISTAR SERVICE WAS USED TO EVALUATE AN EMERGING BUSINESS OPPORTUNITY WITH ONE OF THE MAJOR TELCO'S TO PROVIDE NEW PRODUCTS TO THE MULTI-FAMILY HOUSING MARKET THROUGHOUT NORTH AMERICA.