

5 PATHWAYS TO SUCCESS

5 COMPETENCIES

1. ENTRY & GROWTH STRATEGIES

Formulating strategies to help your company grow in existing and new healthcare categories, geographic territories and sales channels

2. FUTURE PROOFING

Preparing your business for the future by reviewing the business for internal and external challenges, and offering sustainable solutions

3. M&A

Negotiating the successful acquisition of companies and brands, asset swaps, brand fostering and financing. We use a customised approach and our extensive network of contacts to identify and pursue relevant opportunities. We can assist with seller-buyer introductions, opening negotiations and due diligence, right through to completed transactions

5 TOOLS

1. FEASIBILITY STUDY

Identifying the correct strategy for your company and brands, based on accurate and up-to-date market insights and the latest sales data from our global statistical database, *DB6*.

2. SPOTLIGHT

Thoughtfully searching for the best partners and products to suit your business, and guiding the negotiation process from start to finish.

3. FORENSICS

Our unique forensics technique has 3 key stages: Discovery – may include field visits; Workshop – a thorough process of stress-testing the current strategy, benchmarking best-in-class competitors, and brainstorming new solutions; Key Learning – designing a successful Business Development plan.

4. POSITIONING

Identifying a differentiated and unique positioning for existing or future brands and line extensions, within both the Consumer Healthcare market and adjacent categories.

5. INNOVATION

Offering a range of licensing opportunities of innovative products that will freshen, complement or extend your company's existing product portfolio. We conduct customised searches for innovative new products and marketing partners.

4. VALUATION MODEL

This financial analysis tool is used to create multiple scenarios for future growth, including P&L, RoI and NPV / TV. It should be at the heart of all major company and brand decision-making, especially when expanding into new markets.

5. GAP ANALYSIS

Analysing the current CHC market and adjacent categories, identifying gaps with Unmet or only Partially-Met consumer demand, or looking at how established categories can be entered with novel products and a unique consumer positioning.

WHO WE ARE

Nicholas Hall Consultancy are international experts in Consumer Healthcare, offering 5 by 5 Pathways to Success for local, regional and global players in the industry.

With over 40 years industry experience and a strong global presence, our boutique Consultancy division offers a tailored and customized approach to each individual client. If you are looking for a dynamic and fast-acting business partner, look no further than Nicholas Hall Consultancy.

GEOGRAPHICAL COVERAGE

We cover Europe, North America, Latin America and Asia-Pacific.



TESTIMONIALS

“We have engaged NHC in several strategic projects the past 2 years. The scope of work encompassed three major aspects of USP Zdrowie strategic directions: new sourcing opportunities, M&A activities and entering new categories to our current ones. NHC being one of leading CHC consulting firms worldwide and having excellent competencies in the subject, has delivered stellar performance in each of the projects delivering great growth opportunities for our company. They act as true partners that are able not only to deliver right solutions but also challenge our thinking and plans.”

ROBERT JURGAWKA, CHIEF MARKETING & ORGANIZATION OFFICER, USP ZDROWIE, POLAND

“Above all else, it’s their responsiveness. Nicholas Hall found us an ideal candidate in record time. Next, it’s the support. Regular meetings with Nicholas and his senior management allowed us to manage a work assignment perfectly, benefiting from their wisdom. Thank you, Nicholas, for your professionalism and the personal support of your team.”

STÉPHANE JACQMIN, ZONE HEAD CHC SOUTH EAST ASIA & CHINA, SANOFI, SINGAPORE

“Nicholas Hall and his team have been valued partners during our journey over the past few years as we have grown from a US-centric company to a global MNC ... assisting my team with strategic consulting, data and analysis, networking, and even staffing. They are the experts who I go to first when I confront a new global challenge – and if they don’t have the answers, they always know who does!”

CYNTHIA BATTERMAN, HEAD OF GLOBAL BUSINESS STRATEGY & DEVELOPMENT, I-HEALTH INC. A DIVISION OF DSM, US

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5 | PATHWAYS TO SUCCESS