



Hawkeye Consulting Advisors Ltd

*We Turn
Problems
into
Profits*

About Us

Allen K Pratt, MBA, CTA

Principal, Hawkeye Consulting Advisors, Ltd.

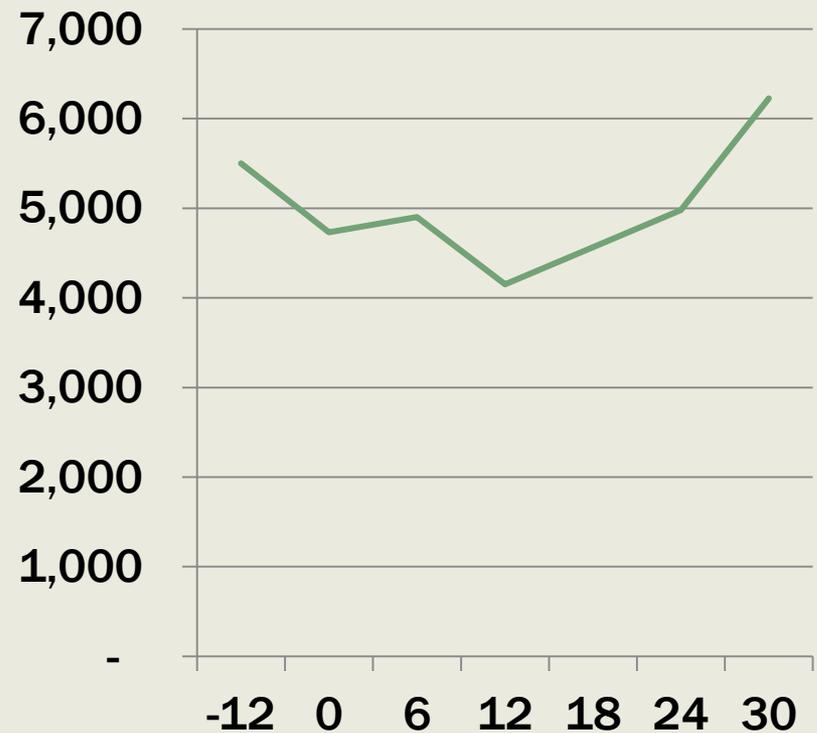
- **Turnaround Experience & Interim Management**
- **Sales, marketing, operations and net income improvements**
- **Works with small to mid-size manufacturing, distribution and service companies**
- **Focus on primary obstacles to net income growth**
- **Utilizes 5-step continuous improvement process**
- **Chapter 11 recovery experience**
- **Turnaround Management Association member**
 - **Certified Turnaround Analyst**

Market-Leading Equipment Manufacturer

Chapter 11 Recovery

- 75% market share before filing
- Lost 20% of workforce
- Competitors were licking their chops
- Business partners were aiding competitors
- Order fill rates improved from 59% to 90%+ in 12 months

Sales Growth Rate

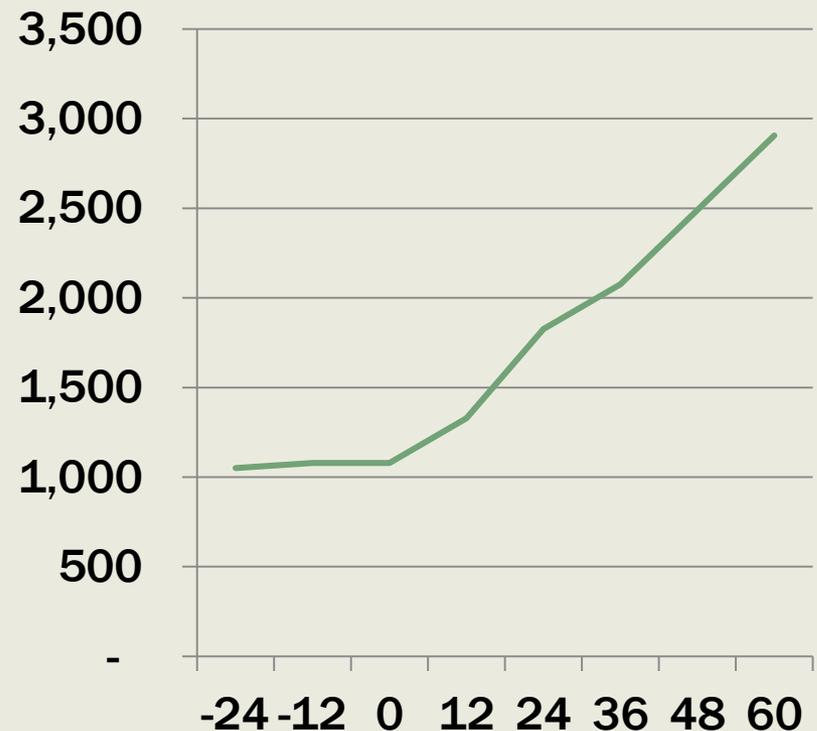


International Manufacturer

Sales & Operations Turnaround

- Stabilize supply chain
- Replacement parts fill rates improved to 90%+
- E-commerce launch – first \$1 million over 9 months
- \$300,000 annual cost savings
- 300% sales growth

Sales Growth Rate

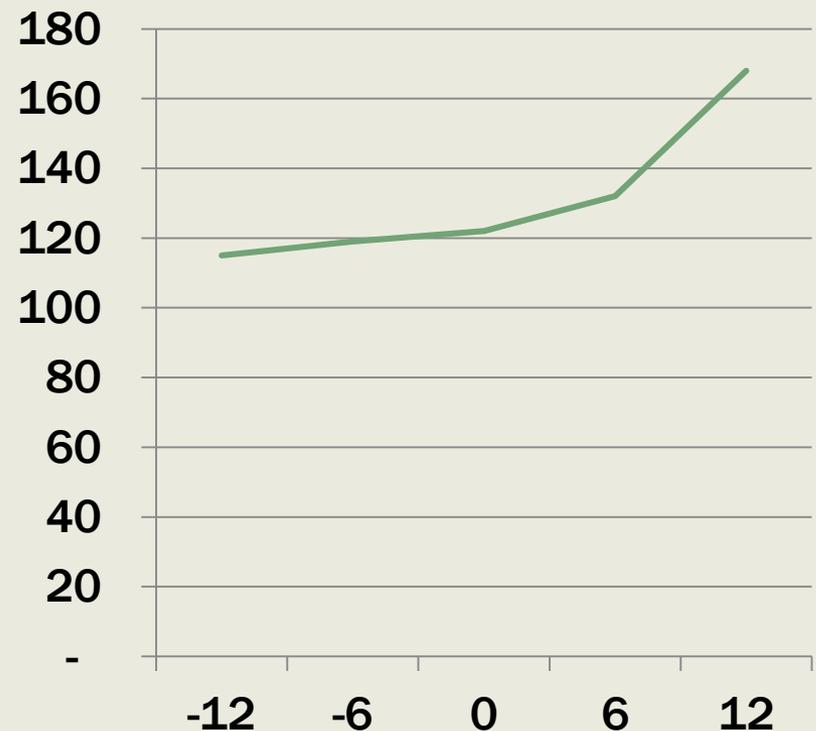


Precision CNC Machining Company

Sales Turnaround

- Lean Manufacturing implemented
- Lender threatening to call operating loan
- Can meet with buyers but difficult to close new business
- New sales approach offered
- 40% sales growth

Sales Growth Rate

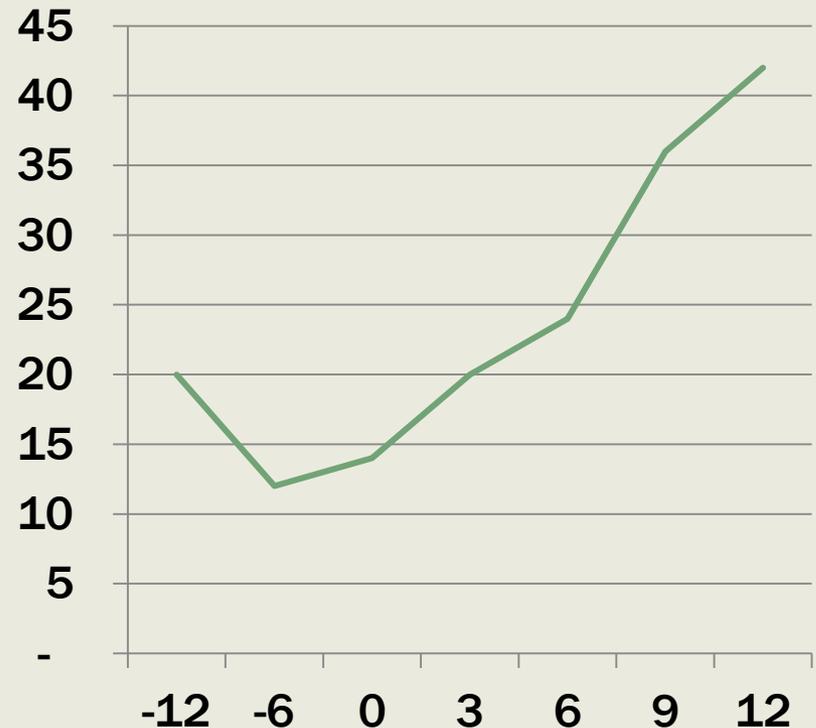


Truck Components Remanufacturer

Sales & Operations Turnaround

- **11.2% sales growth**
 - Second e-commerce website, added sales team
- **Marketing strategy**
 - Customer feedback, new branding & new tagline
- **Workforce optimization**
 - Productivity metrics, HC reduction
- **Operating expense savings**
 - Targeting \$1 M
- **Net income doubled**

Net Income Growth Rate

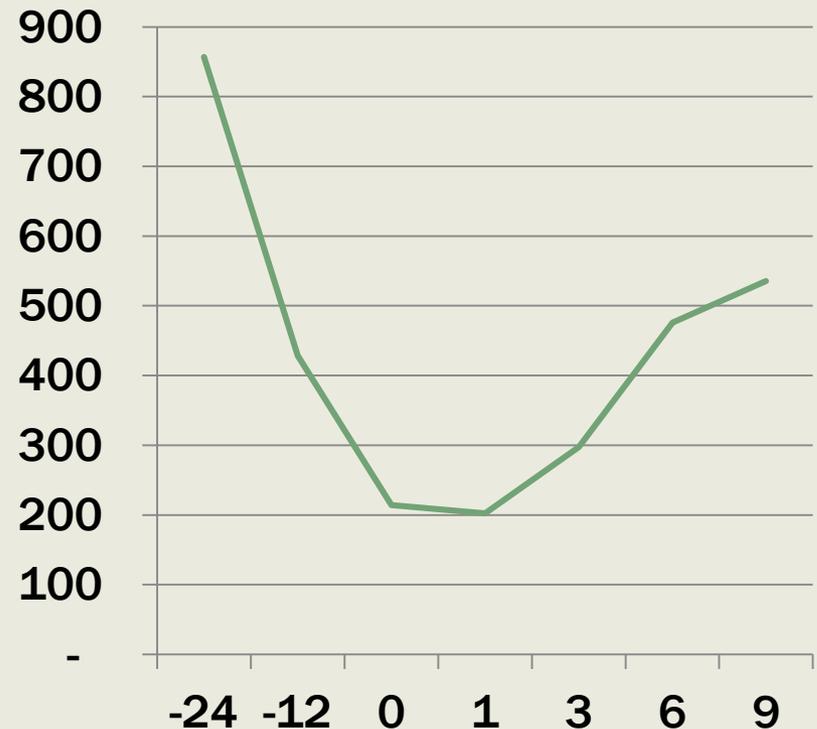


Metal Products Defense Contractor

Quality Turnaround

- Restore quality credentials
 - ISO 9001:2008 registration
- Improve marketing
 - Defense & Commercial markets sales brochures
- 200% Increase sales
 - Hired sales rep, developed new markets, doubled new business
- Stabilize production
 - 5-S, introduced visual signals, partnered with HS for welders
- Turnaround negative cash flow

Sales Growth Rate

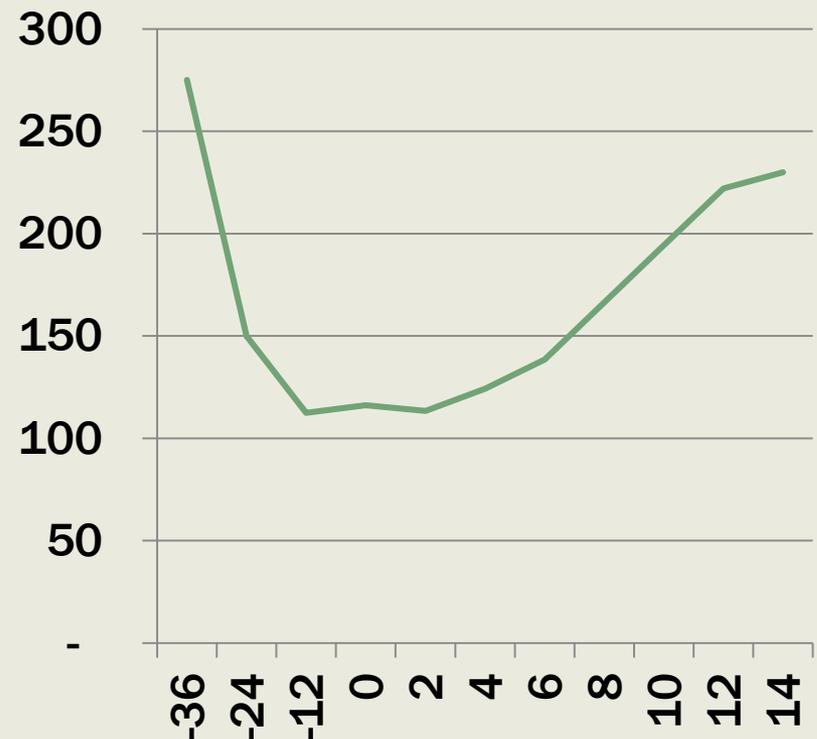


High-End Custom Cabinetry Company

Focus Turnaround

- Strategic business plan development
 - Work booked 13-weeks out
- Internal business process improvement
- Key performance indicators
- Improved teamwork, process & operations management
- Financial controls

Sales Growth Rate

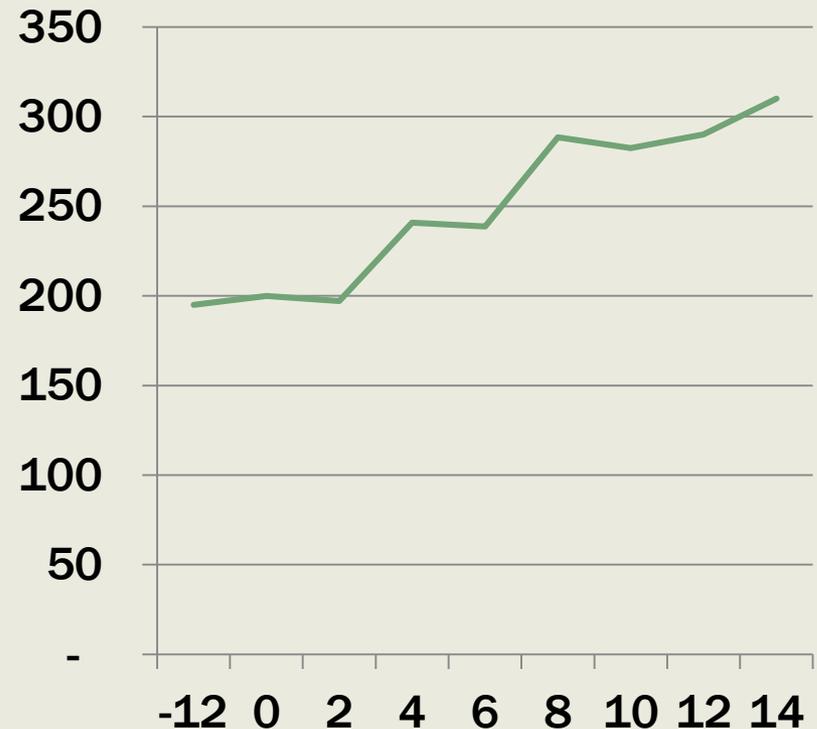


Furniture Industry Distributor

Brand Turnaround

- **36.9% sales growth**
 - 8% price increase, first e-commerce website
- **Marketing**
 - Monthly Constant Contact messages, Facebook page
- **Inventory reduction**
 - Accumulated stock reduction
- **Operating cost reduction**
 - Shut down unprofitable branch operation
- **Net income down**
 - Owner taking more out of the business

Sales Growth Rate

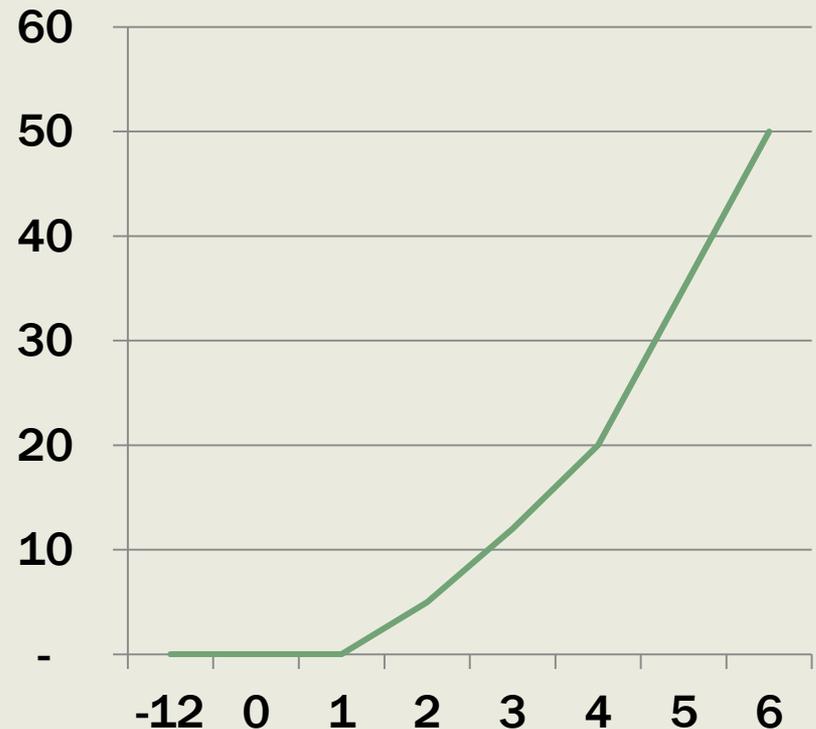


Steel Processor & Distributor

Operations Turnaround

- Develop new business and increase sales
 - Target \$350,000 savings
- Implement labor productivity measurements
 - Target \$300,000 savings
- Reduce steel purchase costs
 - Target \$188,000 savings
- Review customer and product pricing
 - Target \$125,000 improvement

Cost Savings Rate



Start Up Medical Practice

Problem Statements

- After 20+ years in medicine, two pro-life doctors joined forces to launch a new practice
- Six months later, they are concerned about paying back their initial funding

Strategic Solutions

- New Patient Acquisition Strategies
 - Core Story
 - Education-Based Marketing
 - Best Neighborhood Strategy
 - Search Engine Optimization
 - Social Media
 - Affiliate Marketing
- Timely collections
- Income enhancement

Transcribing / Captioning Service

Problem Statements

- Target sales growth from current customers
- Renew business from past customers
- Develop new business from prospects like customers
- Hire office assistant
- Communicate new service offerings

Strategic Solutions

- Adding Executive Assistant to organize and set appointments
- Adding Commissioned Sales & Marketing Rep
- Expanding Network for New Business Prospects
- Targeting Current customers for new business
- Partnering with Online University that teaches captioning
- Targeting Best Buyers

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