



C 2 C
CONSORTIUM

Experience the C2C Consortium Difference

The C2C Consortium are a diverse team of practical business experts from various disciplines committed to scaling business from successful start-ups to globally scalable, sustainable & viable BRANDs.

Together, we are an alliance of trusted expertise with years of credibility who share one bold vision: To transform any business into being globally scalable and sustainable.

OUR PARTNERS



What is *Concept to Consumer Consultancy*?

C2C Consultancy is the new way to transform any business into being sustainable and scalable. Our approach is focused on our vast knowledge, our global alliances, our networks and of course, our united passion.

We always stay ahead on innovation

We are the pioneers of Concept to Consumer Consultancy (C2C) and our unique structure ensures clients receive world-class talent at all phases of their brand's agility. With unlimited specialists at their disposal, our clients now have what they need to take their business to the next level.

We are designed to create phenomenal growth opportunities

Our member firms are dynamic with focused capabilities: all of us have lived through the challenges you have. We know how much a business requires deep rooted expertise at every phase of the life-cycle, you simply can't compromise on experience.

We offer specialist services for every business requirement, and for clients, often this means changing investment direction

We have developed over 70+ business models and 150+ tools and techniques ourselves, with instant track records. Our clients range from global governments, royalty, to corporations, SMEs and individual entrepreneurs.

We know which infrastructure, mechanisms and practices correlate with success in different industries

We eagerly adopt new technologies and seek to provide digital solutions to ensure sustainability for our client base. With over 600 global consultants, each a master in their respective fields, we hold no boundaries in cultivating success.

Our Focus

Concept to Consumer (C2C) Consultancy our way hasn't been done before. Our unique structure and individual capabilities enable us to cater to all phases of a brand's agility and empower its evolution.

The trademark of the C2C Consortium members is well-renowned: we are forward thinkers, develop our own business models and have a rigorous understanding of our clients diverse institutional contexts.

- ➔ We take our client's business to the next level; we represent the difference between linear growth and accelerated growth.
- ➔ We have an unparalleled workforce who deeply understand global markets to deliver world class consulting services.
- ➔ Our regional leadership has a consistent track record and are now combined as a global force in field of business consulting.
- ➔ We share a passion in the way we shape how our global markets work whilst managing risk and regulation.

Designed for High Performance

Without collaboration there is no creation. We ensure our clients always beat competition. We are here to help you to reinvent your brand's future through our C2C (Concept to Consumer) Model.

We collaborate with leading C2C experts to develop cutting-edge business solutions and possibilities. Our agility is maximized by moving seamlessly from big idea to big idea, responding flexibly to our clients' threats of disruption.

We enable our client's to pursue innovation, management and drive equity driven business models at unusual speed and rigor. Our specialist C2C consultants ensure instant, measurable progress, and deliver world-class consulting services.

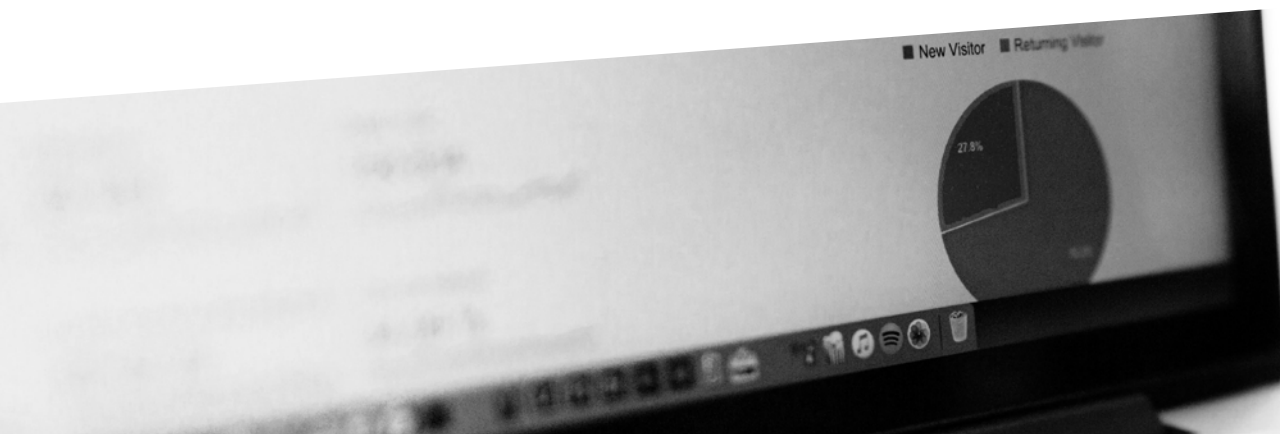
Our Knowledge
over **1300** consultants



Our Networks
presence in **40+** countries



Our Passion
80% Fortune 500 customers
60% Fortune 100 customers



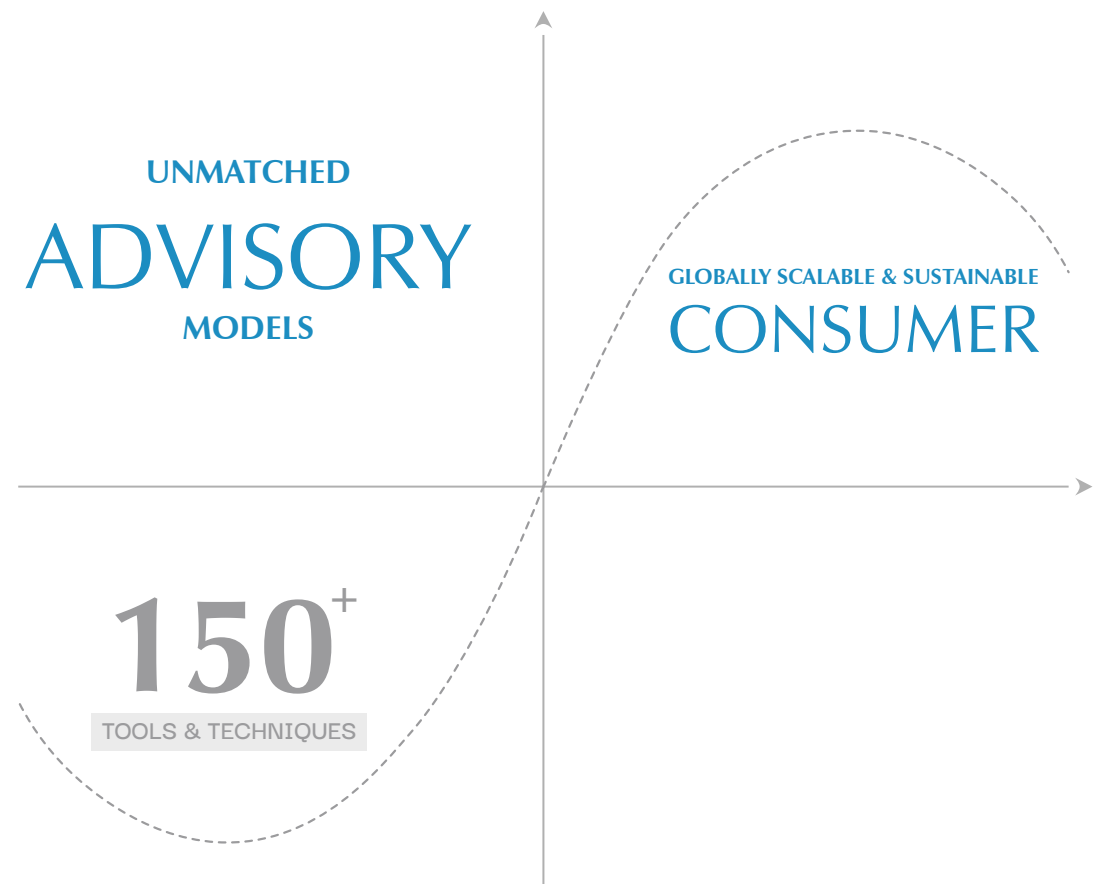
A business's lifecycle spans across three major stages

- 1** Investment decisions demand clarity on sector & market dynamics segmenting and profiling the target, thus establishing a unique Brand Positioning whilst ensuring the business plans financially viable.
- 2** Initiatives – in the form of Packaging, Advertising, Promotions, Product Launches and/or Pricing Changes – prove successful if decisions are data driven and Consumer Centric.
- 3** Listening to the pulse of the market is vital to make timely decisions in optimizing execution elements and/or capitalize on potential opportunities.



The C2C Model

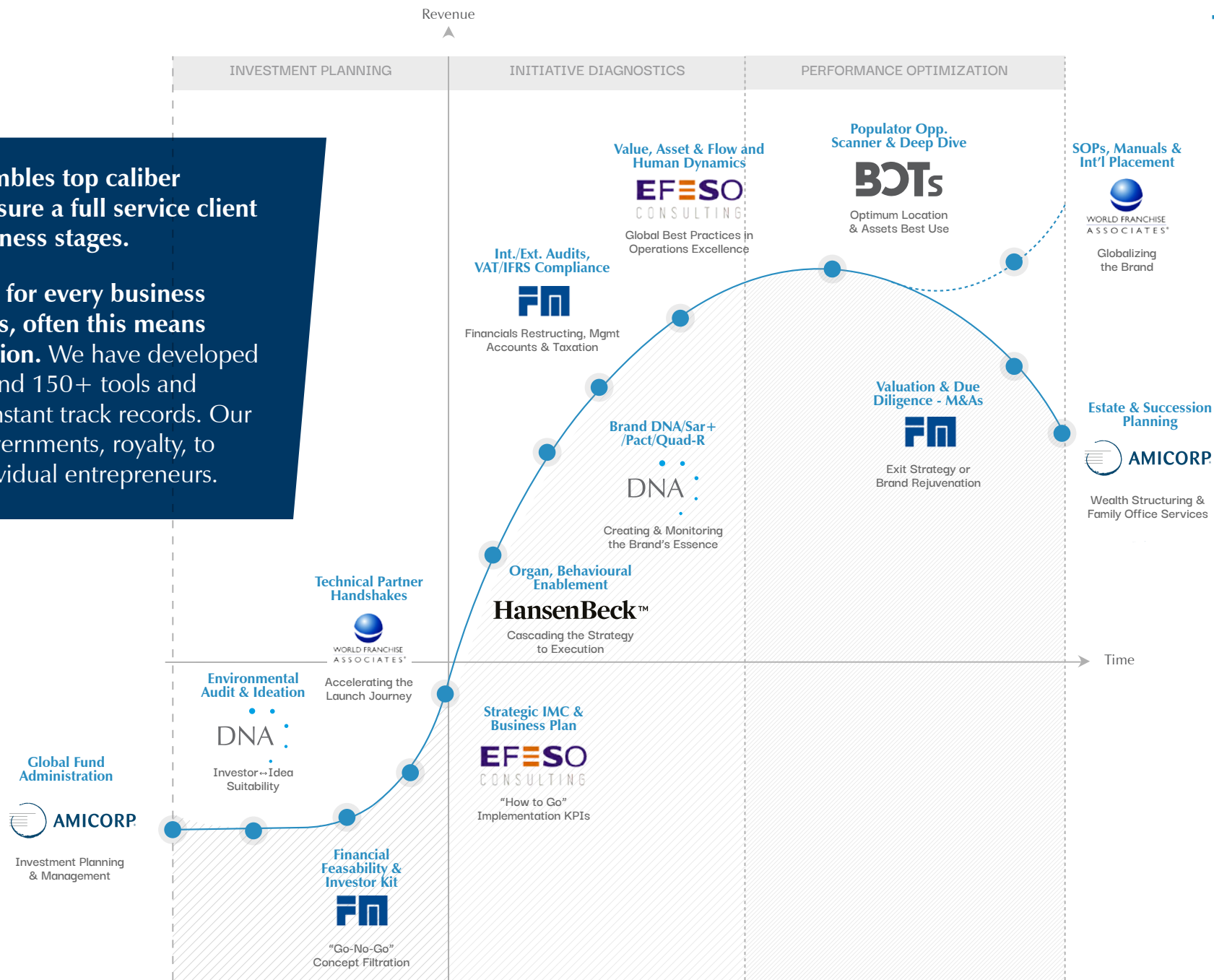
The C2C (Concept-to-Consumer) model is based on the Business Lifecycle curve: from Conceptualization to finally reaching the Consumer. Our teams help run your business and your brand to pass through each lifecycle phase with definitive performance.



We aspire to turn investments into businesses that are financially viable, globally scalable & operationally sustainable brands.

The C2C-Consortium assembles top caliber experts in their fields to ensure a full service client engagement across all business stages.

We offer specialist services for every business requirement, and for clients, often this means changing investment direction. We have developed over 70+ business models and 150+ tools and techniques ourselves, with instant track records. Our clients range from global governments, royalty, to corporations, SMEs and individual entrepreneurs.



The C2C Model is the future of Consulting

The strength derived from the C2C Consortium enables our clients to stand out from the ordinary.

Consulting has gone through many waves of change: from generalist to functional focus, from local to global structures, from tight structures to remote relationships. Concept to Consumer (C2C) Consultancy our way hasn't been done before. The C2C Model is the face of the consulting future: we offer expert professional services, every step of the way, to our clients and formulate the new basis of market competition.

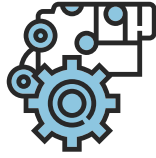
By breaking down global hierarchal barriers in consulting we increase the phenomenal opportunities to share skills, knowledge and experience across different departments and our member firms.

Our C2C have an instant track record, we eagerly adopt new technologies and seek to provide digital solutions to ensure sustainability for our client base. With over 600 global consultants, each a master in their respective fields, we hold no boundaries in cultivating success.

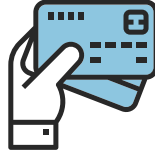
Industries We Serve



Agriculture



Automotive



**Banking &
Capital Markets**



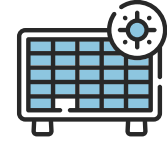
Chemicals



**Consumer
Markets**



**Education &
Development**



**Energy Utilities
& Resources**



**Engineering &
Construction**



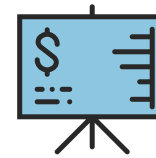
Environmental



**Entrepreneurship
& Innovation**



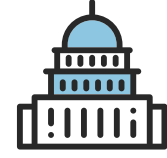
**Family
Businesses**



**Financial Services
& Institutions**



Franchising



**Government &
Public Services**



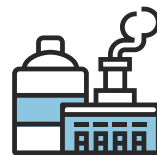
Healthcare



**Hospitality &
Leisure**



**Investment
Management**



**Industry &
Manufacturing**



Media



Pharmaceutical



Private Equity



Real Estate



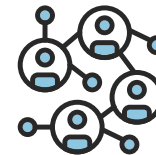
**Retail, Wholesale
& Distribution**



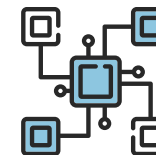
**Royal Portfolio
Management**



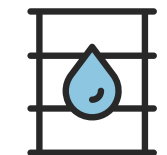
Service Industries



**Social Sectors
& NGOs**



**Technology, Media
& Telecommunications**



**Oil, Gas
& Chemicals**

Collaborative Excellence



MENA Region

KSA: +966 12 261 4411/22/33

The Americas

USA: +1877-326-8758

Sub-Continent

PAK: +92 311 8866 920

European Markets

UK: +44 207 404 0681

40
COUNTRIES WORLDWIDE
(Direct offices)



1660
PROFESSIONALS



MEMBER COMPANIES ACTIVE IN
CONSULTANCY SINCE

1893

299 YEARS

OF COMBINED EXPERIENCE



OVER
100,000 INTERVIEWS



Market Intelligence
& Consumer Research

5000+
COMBINED ENGAGEMENT
PER YEAR



FOOD & BEVERAGE



PACKAGING



AEROSPACE & DEFENSE



HEALTHCARE



RETAIL



BIOTECH



AUTOMOTIVE



LUXURY GOODS



REAL ESTATE



BEAUTYCARE



LOGISTICS



MANUFACTURING



FINANCIAL
SECTOR



CHEMICAL



HOSPITALITY



OIL & GAS



“Investment decisions demand clarity on sector & market dynamics segmenting and profiling the target, thus establishing a unique Brand Positioning whilst ensuring the business plans financially viable.”

With the unique combination of its three expertise, DNA provides disruptive advisory using its intelligent BOTs and global partnerships.

HEADQUARTERS

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BOTs

BUSINESS OPTIMIZATION TOOLS

Built on hybrid GIS & BI platforms, backed by robust business logic, programmed to think like a consultant.

We are consistently disrupting the way you run your businesses. Our products will maximize your operations, decisions and investments. Contact us for further information.

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EFESO Consulting is active in the global consulting industry for 40 years, with 500 consultants and 27 offices. It is amongst the top 10 consultancies globally. Headquartered in France, their expertise span the below:

- Business Transformation & Progression
- Organizational Strategy
- Leadership & Change Management
- Value & Supply Chain Effectiveness
- Growth Excellence
- Innovation and R&D
- Procurement & Cost Management
- Contract Management Excellence
- World Class Operations Management
- Lean, TPM, Manufacturing Excellence
- Real Lean Transformation
- Business Process Excellence

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Ferguson Maidment & Co.

Amongst the oldest practicing Chartered Accountancy firms, Ferguson is accredited with the status of Statutory Auditor by ICAEW, the leading accountancy authority. The firm has an extensive global network of 270 offices through its associates; acting for a vast client base ranging from HNWIs & Royalty to Conglomerates and entrepreneurs.

Est. Since 1893

- **ACCOUNTANCY** Audit & Internal Audit, Accountancy support services including Bookkeeping & Payroll
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- **ADVISORY** Restructuring, Acquisitions, Mergers, Disposals, Valuations & Due Diligence, Trust and Settlements Planning, Corporate Finance & Consultancy, Insolvency and Receivership

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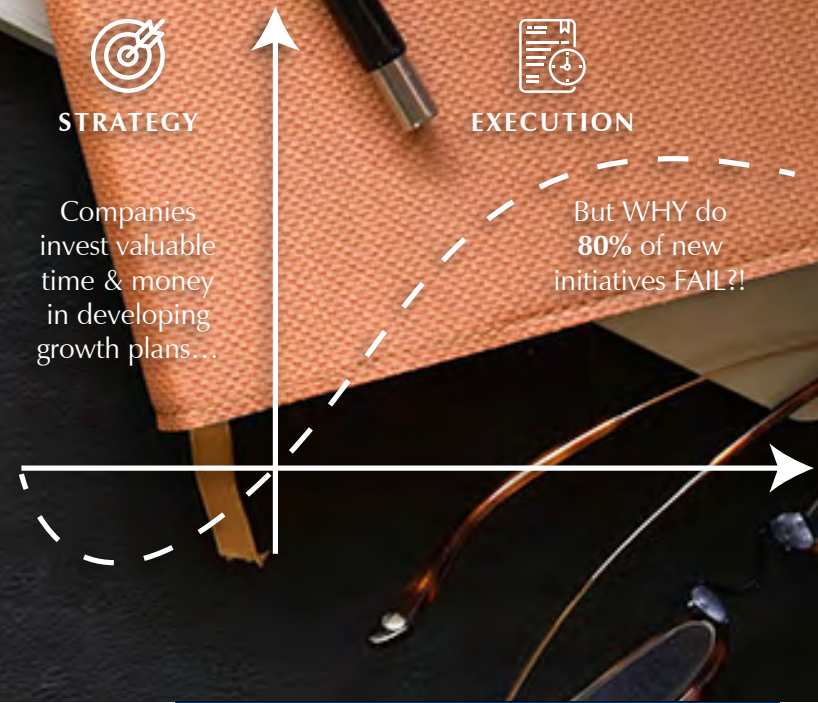
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Hansen Beck™

“CULTURE EATS STRATEGY FOR BREAKFAST”

Founded in Switzerland in 1963, HansenBeck (HB) is unique in that it doesn't formulate Strategies, but rather focuses on Enabling organizations to successfully implement them. It offers leadership advisory, workshops & training to enable cultural change, improve team-work & deliver higher sales figures. HB doesn't believe in classroom trainings, but rather deploys on the ground, business proven experts to coach & mentor. Their impact is spread across 38 offices worldwide.



Hansen Beck is the global expert and partner for creating positive and sustainable business transformation.



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Bern, Switzerland
www.hansenbeck.com



HELP GLOBALIZE
MY BRAND
FRANCHISOR

3,000+
GLOBAL BRANDS
Across 34 Industries

FIND ME THE
RIGHT BRAND
FRANCHISEE



WFA's engagement journey with Brands often starts at their infancy, consulting and building them up for global expansion. We represent top growing franchises across 34 sectors and 150+ countries, having helped 100s of investors accelerate returns by ensuring the right partner handshakes. Our directors are heavyweights in the field of franchising, with a minimum 25-30 years experience in the business; having been nominated amongst the few committee members for the International Franchise Association and the Advisory Council for the Global Restaurant Leadership Conference.

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Amicorp Group is an independent global service provider of a broad range of assurance, administrative, legal, corporate secretarial and support services. They are unique in that they have a suite of estate planning products to aid in seamless succession planning. In particular, the entities managed by the group or that are domiciled with Amicorp are fully compliant both in the jurisdiction where they are established, and in the jurisdiction(s) where their Ultimate Beneficial Owners (UBO's) are tax residents. The group has focused on emerging markets since they were established in 1992, and strive to be the pioneers in these markets as well as other global markets as illustrated by their phenomenal growth.

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