

# BUILDING BUSINESSES, CREATING VALUE

- Mr. Sunil Goyal  
December 2013

You are successful and doing GOOD...

You can do BETTER !

Or even more, You can be the BEST !!

You can't do today's job with yesterday's methods  
and be in business tomorrow

- George W. Bush

Sustained success is the outcome of efficient utilisation of the available resources and making sincere efforts to raise the bar

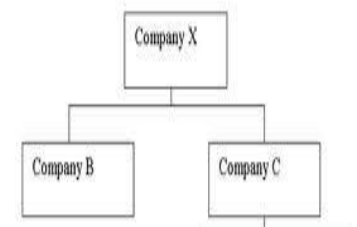
## Mindset

- You may be alone to begin...
- Passion to succeed
- Withstand headwinds on the way and be flexible



## Corporate Structure

- Simple, scalable and business oriented
- Futuristic
- Tax efficient



## Market Opportunity and Timing

- Identification of opportunity - Gap/Need for better product?
- Competition analysis
- Branding and positioning
- Timing is critical!



### Team and Networking

- Identifying people with complementing skills and of-course, **better than you**
- Appreciate professional advice



### Systems and Processes

- Documented Standard Operating Procedures for all functions
- Robust internal processes and risk management



### Financial Management

- Right mix of debt and equity at different stages of business
- Capital allocation and monitoring
- Fiscal discipline
- Overleveraging can prove fatal



## Willingness to Share Growth

- With
  - Investors
  - Employees
  - Other stakeholders



## Governance and Compliance

- Internal policies
- Regulatory compliances
- Well constituted board
- Business proprietary



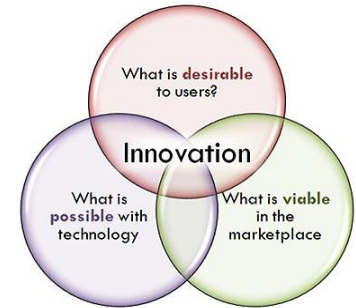
## Succession Planning

- Heirloom v/s Right person for the job
- Internal grooming v/s external hiring
- Mentoring and development of skill sets
- Right compensation for alignment of interest



## R&D/Innovation

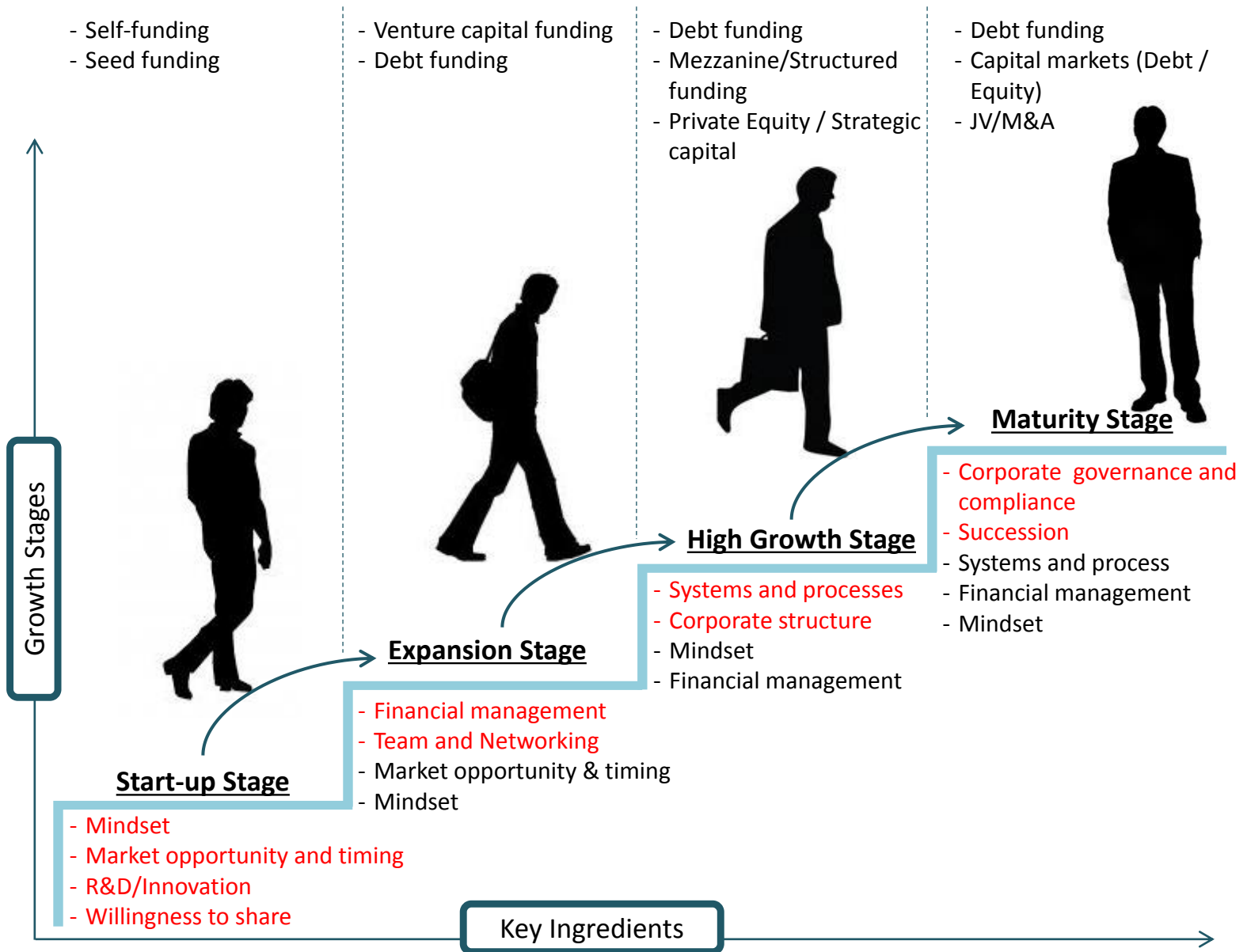
- Continuous exercise
- Better product offerings by:
  - Improvement in technology
  - Changes in customer preferences and industry trends
- Spend adequately





# LIFECYCLE OF A COMPANY

## Capital



# KEY INGREDIENTS... EVOLVING BUSINESS, CHANGING PRIORITIES

Ingredients	Start-up Stage	Expansion Stage	High Growth Stage	Maturity Stage
Mindset	●	●	●	●
Corporate Structure	◐	◑	●	◑
Market Opportunity and Timing	●	●	◑	◐
Team and Networking	◑	●	◑	◑
Systems and Processes	◑	◑	●	●
Financial Management	◑	◑	●	●
Willingness to Share Growth	●	◑	◑	◐
Governance and Compliance	◐	◑	◑	●
Succession Planning	◐	◐	◑	●
R&D/Innovation	●	◑	◑	◑



Less Relevant



Some-what Relevant



Relevant



Very Relevant

This final slide is an opportunity , don't miss it...

... the community I come from they charge fees to advise!



THANK YOU

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