

# WBC



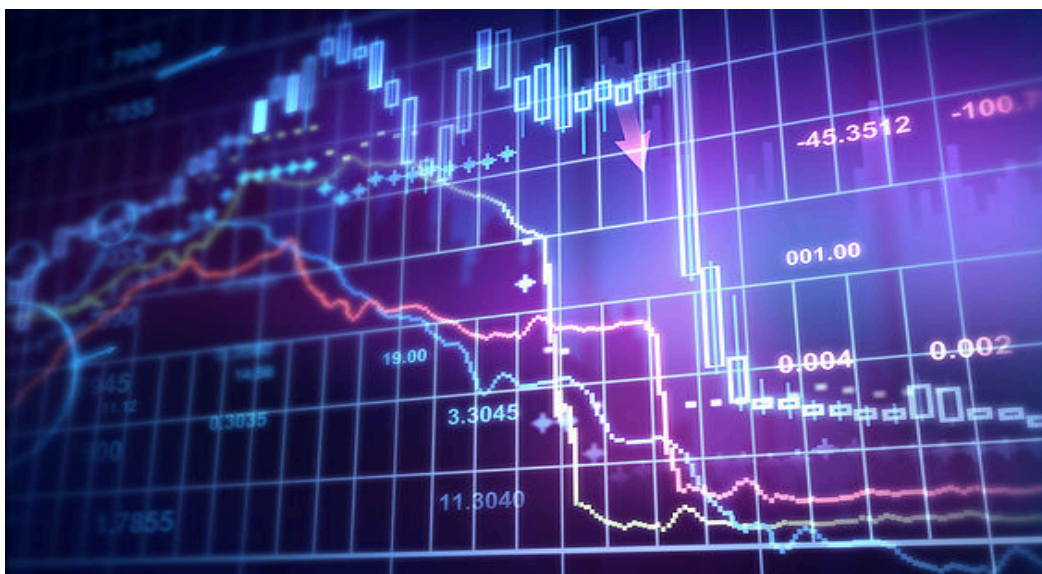
## BUSINESS SUSTAINABILITY AND PROFITABILITY

---

*Preface*

---

**Today the challenges of business environment come from acceleration of globalization and popularity of e-Commerce applications. Staying competitive both internally and externally becomes the key to business sustainability and profitability.**



### Elements of Company Operations Sustainability

The ultimate objective of running a business is making profit with responsibility in order to maximize shareholders' interest. However, pursuing profitability is not an easy task, as it involves integration of key attributes such as products, talents, resources, etc. The following issues are often brought up to the management's discussion table:

- Why does R&D department fail to develop good products?
- Why does sales department fail to achieve the target?
- How to make a breakthrough for revenue growth in an over-saturated market?

- How to make a breakthrough when facing bottleneck to sustain gross margin?
- How to manage high expenses in order to avoid bleeding operations?
- Bureaucratic processes are affecting decision-making efficiency. How to enhance competitiveness?

The above list is not exhaustive. The ideal operating situations the management hopes to embrace are innovative products, proactive and highly engaged employees, automated processes, flawless execution of in-house operations leaving market development as key focus but not power struggle about unclear roles and responsibilities, so as to achieve profitability.

## Management as Profession

Wesley Business Consulting (WBC) was set up for this purpose. We recognize business management as a profession, and aim at providing business solutions to areas you are needing assistance. We are playing three major roles, which depict underlying principles of our problem solving mechanism:

- **Corporate Doctor:**
  - Examine using “peel-the-onion” approach;
  - Collect and analyse operating data inside out.
- **Firefighter:**
  - Unearth and lock down the core issue;
  - Raise resolution proposals to the issues identified;
  - Execute.
- **Management Engineer:**
  - Review and restructure your organization;
  - Optimise efficiency and productivity;
  - Increase company’s profit-making capability.



## Myths About Management Consultancy

You probably heard about management consultancy firms, and are doubtful about effectiveness of the services offered. Some of the questions could be:

**Question 1: “You are all good at giving talk shows, but very poor at execution!”**

The partners and associates of WBC are well immersed in the commercial world the they are familiar with corporate practices. Therefore, we know execution is key to ensure your business success. We don’t just talk we know, but also act what we talk too.

**Question 2: “Your findings are exactly the issues I previously highlighted to you!”**

We are using scientific approaches to analyze your business situation. Similar to any scientific experiments, what you shared with us will be viewed as hypothesis and the outcome of the evaluation may or may not be aligned with your views. It is our methodology to testify and affirm the core issue in order to provide right solutions for you.

**Questions 3: “You won’t know better than me about my OWN business!”**

Right. Your engagement with us does not change the fact that you are still the owner and leader of your business. We, equipped with various management tools and experienced with providing business solutions, will serve as your best and trustworthy partner to achieve your desired outcome.

## About Wesley Business Consulting (WBC)

WBC, a division of Morison Consulting (Morison KSi), is a business and management consulting company headquartered in Singapore. We understand both eastern and western management cultures and our services cover Asia Pacific markets such as Japan, China, Taiwan, Singapore, Malaysia and so on. We also provide consultancy services to US and Europe MNCs. For more information, please find us at: [www.wesleybc.com](http://www.wesleybc.com).

Morison KSi, headquartered in the UK, is a fast-growing international association of professional service firms. With 375 individual member firms in 88 countries, representing over 1,201 partners and 8,990 professional staff and US\$1.03 billion in revenue, our global footprint delivers clients the expertise they need, wherever they are. Please go to [www.morisonksi.com](http://www.morisonksi.com) for more information.

If you need any assistance on business sustainability and profitability, please e-mail us at [client.services@wesleybc.com](mailto:client.services@wesleybc.com) or call us at +65 87999696. We will get back to you shortly.



**WESLEY BUSINESS CONSULTING PTE. LTD.**  
**(A division of Morison Consulting)**  
(Company Registration No: 201537345Z)

The JTC Summit  
8, Jurong Town Hall Road  
#24-05 Singapore 609434

Tel : +65 6818-0980  
Fax : +65 6818-0810

[www.wesleybc.com](http://www.wesleybc.com)

Printed in July 2016

© 2016 Wesley Business Consulting Pte. Ltd. All rights reserved.