

Freedom2Act Commercial Analysis™

- guarantees increased profitability
- reduces losses from non-financial risks

Freedom2Act Commercial Analysis™ is a powerful business analysis tool for performing a commercial due diligence or a business health check. It is an efficient way for identifying factors that may prevent a business realize its vision and reach its long-term financial goal.

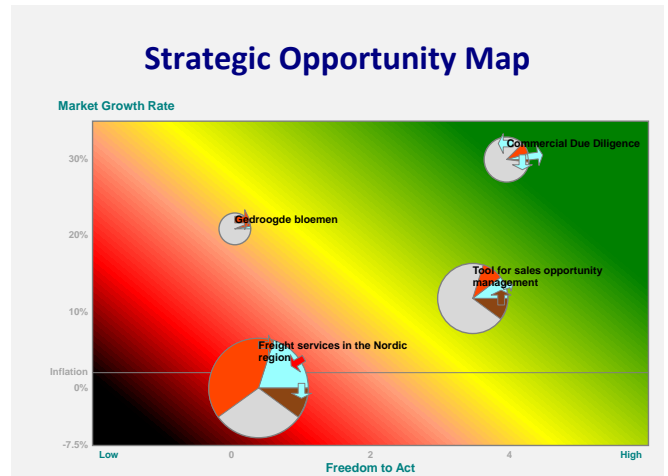
Evaluations of a business based upon financial reports and balance sheets have their strengths and limitations. A major drawback is that they track history and are thus not good at predicting the success of the business.

An evaluation of a business may be significantly improved by combining the financial appraisals with an assessment of the business's long term survivability.

Freedom2Act Commercial Analysis™ is a web-based tool for performing a commercial due diligence. It is based on best practice. Questions posted depend upon previous answers. Questions are down-to-earth with a business-oriented mindset, driven by realities rather than theory. Assessment of 140 critical business factors results in a 360 degree insight into a company's robustness and sustainability. Conclusions are drawn from a neutral and objective assessment of the business's strengths and weaknesses.

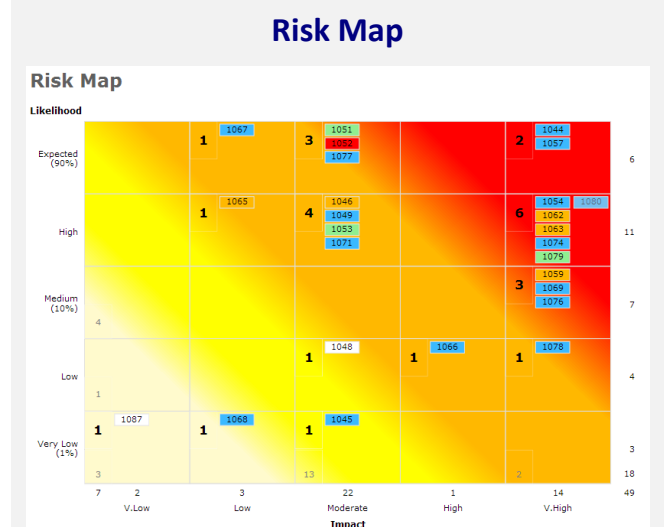
A Freedom2Act Commercial Analysis™ provides realistic overviews on where a business is heading pinpointing critical vulnerabilities and thus liabilities against the business's long term sustainability and ability to survive.

Freedom2Act Commercial Analysis™ method has been used for assessment of thousands of businesses, small and large, and from many different industry branches.



The Strategic Opportunity Map shows attractiveness of analyzed business areas. The most attractive business positions are in the upper right corner while the least attractive are in the lower left corner.

Each business area is represented by a circle. The horizontal axis is long term sustainability. The area of the circles corresponds to the size of the addressed market. The blue pie is the business area's share of the market, the red the hardest direct competitor, and the brown the hardest competitor with alternative solutions. Small arrows indicate whether the business is winning or losing market share.



The Risk Map shows the number of identified risk items based upon an assessment of impact and likelihood. Risk items in a given Risk Map cell are available at a click with the mouse.

A Freedom2Act Commercial Analysis™ results in an assessment, which efficiently helps to identify a business's strong and weak spots, and to management quickly put in place mitigation initiatives that result in a strengthening of the business's position.

Imagine your business as an army of warriors with weapons and armor.

A company's army is its business areas. Their weapons and armor consist of 140 business-related factors from the business's relations with amongst other its customers, competitors, suppliers, owners, the business's human and physical resources, public regulators, pressure groups, and many other stakeholders and factors.

The army's chance of long term survival in war depends not only on the sharpness of the weapons relative to the opponents but equally well upon the robustness of the armor.

The armor has strong and weak spots. Any weakness in the armor may lead to the warrior's death or being seriously hurt.

A high Freedom to Act results from:

- Identifying and exploiting strengths;
- Identifying and making very weak areas more robust;
- Avoiding unnecessary risks;
- Avoiding wasting management time and efforts on less important factors.

Freedom2Act Commercial Analysis™ is a proven method applied in thousands of large and small businesses for effectively dealing with these challenges.



CEO, Danish High Tech Company

"We chose the method because it could consistently perform a clinical, externally founded analysis of our company. The results of the process were the basis for necessary strategic decisions based upon a much better understanding of the company and its market position."

Group President, Int'l Shipping Service Company

"After the first analysis, I was very impressed. I found the processes used are down-to earth, very commercially minded, driven by reality rather than by theories. That was the reason why we decided for a review of the remainder of the company involving the management team of the whole group. I'm equally happy and impressed with the processes after this second time. The mindset of me and my management team have changed somewhat after these last three days."

CEO, Norwegian Ferry Line

"You have given us a common basis for decisions, which we will continue to work on. It gave me more than I originally expected; it is always healthy to see your company with new eyes and ways. One doesn't fall asleep here – you are right on target with your questions and they are relevant."

Chief Internal Auditor, Major Railroad Group

"Using this method in our internal auditing Process helped us focus directly on areas where we needed to take action. We have been able to increase the precision in our work, while at the same time saving 75 per cent of our working time."

Director, Risk Management and Internal Audit, Finnish EUR 7.5 billion Enterprise

"We have used the method for risk assessment and to integrate risk management with strategic planning for 18 different divisions and units. Having used the method, we consider the way of thinking and the analysis model to be a practical and useful instrument for identification of an organization's risks and for improved control. Further, it's a good group tool."

CEO, Swedish Automotive Parts Supplier

"This year's process was even better than last year's. It was easier for me to assimilate and I found it easier to realize where we stand. I only regret that we did not include our chairman from the beginning. Our risks and opportunities were extremely well laid out."