



**Leading consumer goods companies recognize that a low cost, “lean” operating model just isn’t enough in today’s hyper-competitive, consumer-driven markets.**

**The most successful CG companies are also the most responsive to ever changing market demands.**



## Solution Overview: Market Responsive Company Workshop

Building the Market Responsive Company<sup>SM</sup>  
Consumer Goods companies routinely deal with cost, price and margin pressures in the hyper competitive world of consumer markets. Many use lean and other continuous improvement techniques to be as efficient as possible, but this is no longer enough. Consumer goods companies that are most successful are also the most responsive to market demands, exploiting the sudden shifts to maximize profit and minimize supply chain disruption.

Third party research shows that flexible, fast-response companies outperform their lean competitors in profitability and stock price. Market Responsive Companies know how to respond to stimuli and compete in a short shelf-life / short business-cycle world. They routinely shine light on the dark corners of their channel partners’ activities, as well as their own business.

How Market Responsive Is Your Company?  
Hitachi Consulting offers a one-day Executive Workshop to help companies assess their level of market responsiveness against our benchmark criteria. We can help you identify where opportunities exist for greater market responsiveness, and therefore higher performance and profits.

### Executive Workshop Overview

During this Executive Workshop we will explore five key areas with you:

- The maturity of management in executing cross-enterprise collaboration and fact-based decision making to exploit revenue and profit opportunities
- The degree to which you have achieved internal integration to be able to respond to rapid market shifts
- The ability and flexibility of your asset base to respond to changing market conditions
- How well you manage revenue through price and trade spending to both shape demand and maximize market opportunities
- Where your company stands in collaborating with key channel partners to maximize merchandising within your targeted market segments

# Solution Overview: Market Responsive Company Workshop

Hitachi Consulting will demonstrate the key characteristics of top performing, Market Responsive Companies, and help you rate your own performance. Some key characteristics exhibited by these companies include:

- Decision-making is a management discipline, not ad hoc, and tightly integrated across all functions
- True cross-functional collaboration, planning and decision-making processes are in place from the top-down
- Sales and marketing processes have a higher level of discipline and accountability through closed-loop management techniques
- Technology is at the heart of internal and external integration
- Processes (and associated metrics) drive people to new ways of working

These are just a sample of characteristics that Market Responsive Companies need to move toward a real-time business engine, capitalizing on collaborative processes, information sharing and decision-making with key channel partners.

We will explore how Market Responsive Companies can take advantage of never ending change, while still ensuring that operational excellence is culturally engrained.

## How It Works

After scheduling the Executive Workshop, we will send each participant a questionnaire to complete in advance. Hitachi Consulting will process the results and use the data during the Executive Workshop using the following agenda:

1. Results of our research and experience regarding Market Responsive Companies
2. Roundtable discussion of how these results relate to your company
3. Your questionnaire results compared to our benchmark criteria
4. Facilitated discussion of your performance, rankings and opportunities for improvement
5. Development of an action plan to capture the opportunities identified



## About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877.664.0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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Hitachi Consulting  
2001 Bryan Street  
Suite 3600  
Dallas, TX 75201  
[info@hitachiconsulting.com](mailto:info@hitachiconsulting.com)  
Toll Free Phone: 877.664.0010

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