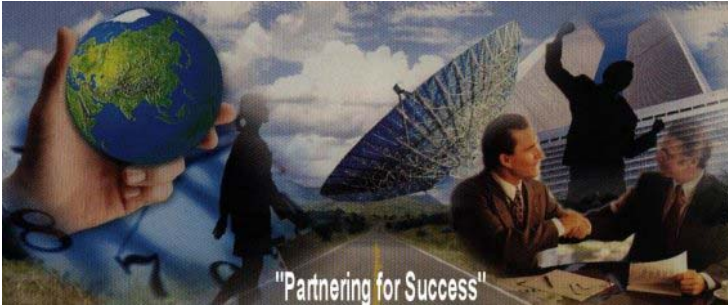




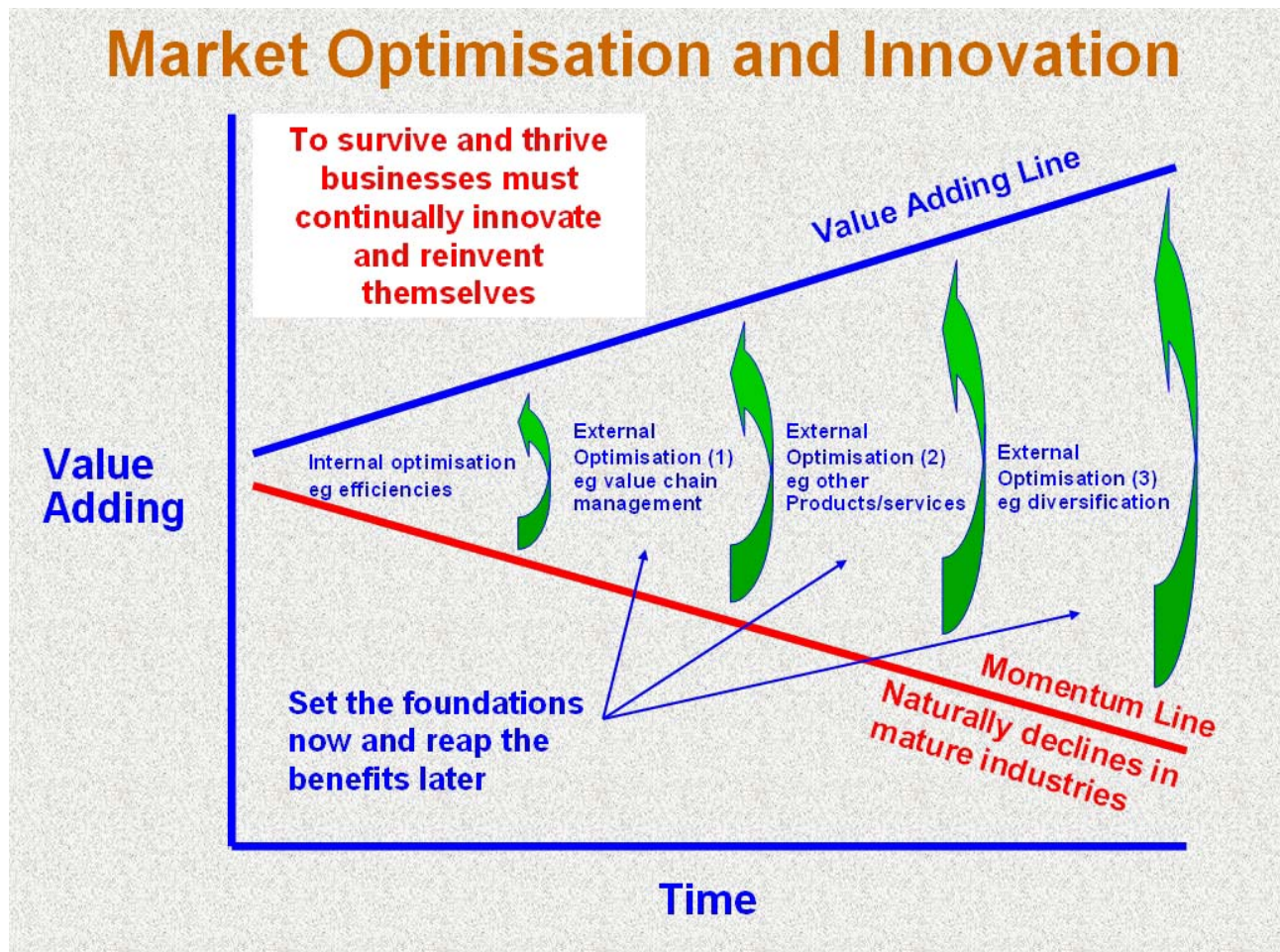
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Market Optimisation and Innovation

The following graphic serves to illustrate the previous experiences and intentions of companies that have evolved to deal with the new information age and economy.



Source: Peter Smiles & Associates Pty. Ltd, 1996

The preceding illustrates that under competitive market conditions in the new information age, the momentum line for a core business or businesses is likely to be downward moving over time. If a business does not react to this movement, the gap will widen as profits and returns to shareholders dwindle.

In order to offset this downward movement, there needs to be at least four progressive stages of development:

- 1) Internal optimisation by increasing internal efficiencies;
- 2) External optimisation of existing core business or businesses. That is, placing the enterprise in the right position in the value chain relative to its core competencies;
- 3) External optimisation by the introduction of other products and services; and
- 4) External optimisation by diversification into other synergistic products and services.

These steps are designed to progressively optimise your business internally (in other words maximise your value through your existing core business or businesses) and then explore external opportunities for growth.

BizWise Management Services

BizWise Management Services has a proven track record in assisting businesses realise their goals by creating value through optimisation and innovation.

If you would like to learn more about market optimisation and innovation or would like any other assistance, please do not hesitate to contact us.

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