



"Generic Company Diagnostic & Due Diligence Briefs"



www.bfcsolutions.co.uk

(Tel: +44 (0) 1823 451 378

(Fax: +44 (0) 1823 451 378

(Mobile: +44 (0) 7979 696906

+ E-mail: bfcsolutions@btinternet.com



Information for Generic Company Diagnostic & Due Diligence Briefs

1. Background Information and Client Briefing
2. Areas of Possible Co-Operation and Consultancy
3. Diagnostic Existing Operations & State of the Art Review
4. Review of Strategic and Tactical Market Planning Plan
5. Deliverables to Facilitate Sustainable High Performance Growth
6. Company – Experience – References

BFC Solutions Limited, Consultancy in Sustainability, Renewables, Strategic and Tactical Marketing, Market Research & Feasibility Studies, Carbon Footprint Assessment & Innovative Low Carbon Solutions, SKYPE name **Business Focus Consultancy**

Confidentiality Note: The information in this document may be confidential and for use of only the named recipient. The information may be protected by privilege, work product immunity or other applicable law. If you are not the intended recipient the retention, dissemination, distribution or copying of this report message is strictly prohibited. If you receive this report in error please notify us immediately by telephone on + 44 (0)1823 451378 or by e-mail at bfc-solutions@btinternet.com

Registered Company Number 5392315

1. Background Information and Client Briefing Kick off Meeting

Informal Familiarisation Meeting,

"The nicest thing about not planning is that failure comes as a complete surprise, and is not preceded by a period of worry and depression"

John Perton – Boston College

Quality of Information



1/18/2012

Version 1 - Copyright BFC Solutions Limited - Rights Reserved

13

It is absolutely vital to increase the quality and certainty of information, don't rely on perceived wisdom and third hand information, due diligence is vital.

Reflect on the 17th Century words of Isaac Pennington

"All truth is shadow except the last truth, but all truth is substance in its own place though it be a shadow in another place, and the shadow is a true shadow, as the substance is a true substance"

The first meeting will cover the following areas,

1. Ownership and Management
2. Short & Medium Term Growth Aspirations
3. Current Organisation
4. Overview of Current Business Model
5. Group History

2. Areas of Possible Co-Operation & Consultancy

The possible areas of co-operation will be based on BFC's understanding of short to medium term commercial aspirations and ambition. At this stage it will be essential to understand the scope of any SOR, the SOR will need to be 100% agreed between the key "stakeholders" involved with the development and delivery of an action programme. At this critical stage it is necessary to define the possible roles and responsibilities of contributing parties all need to be aligned with any SOR.

BFC will always simplify, explain and facilitate the process to deliver the SOR.

Output – Statement of Requirements (SOR)

- Key Actions, Budgets, Timescales
- Management reporting structure
- Communications Protocol
- Contingencies, Plan A, Plan B & Assumptions

Action – Complete Statement of Requirements (SOR) for Programme

Outline process proposed in 3 stages,

1. Diagnostic of Existing Operations & State of the Art Review
2. Review Strategic Market Planning Plan and Processes
3. Deliverables to Facilitate Sustainable High Performance Growth

3. Diagnostics Existing Operations and State of the Art Review

Typical Areas Covered in Review of Commercial Activities & Governance

1. Evidence of Business Plan and Formal Planning Process
2. Evidence of AOP driving the Business Cycle
3. Experience of business cycles in the Industry
4. Experience in managing Business Bubbles & Contingency Planning
5. Evidence of regular formal management meetings
6. Evidence of Non-Exec Directors or Chairman
7. Evidence of overlap in executive and governance roles
8. Evidence of succession planning and development culture,
9. Evidence of re-active rather than pro-active culture,
10. Evidence and content of standard commercial contracts
11. Evidence of commercial processes & agreements, ISO 9001
12. Evidence of CVM and Customer Satisfaction processes
13. Evidence of financial authorization procedures
14. Evidence of Shareholder, Partner, relationships and expectations
15. Evidence of Merger, Acquisition or downsizing policy
16. Evidence of companywide compliance policy

Typical Areas Covered in Review of Technical & HSE Operations

1. Evidence of track record and experience in commercial business
2. Evidence of HSE policy and processes across the company
3. Evidence of standard engineering drawing & design process
4. Evidence of project management process,
5. Evidence of kick-off meetings and project closure process
6. Evidence of CAD usage to industry levels
7. Evidence of O&M/post contract service policy
8. Evidence of Contingency planning, QA Status ISO 9001/14001

Output – Summary Perceived Gap Analysis to Match the Business Aspiration

4. Review of Strategic and Tactical Marketing Plan

Review of LCS Strategic Market Planning

BFC to research and analyse the Strategic Market plan in UK markets, this would be the **"Who"** in marketing methodology, often referred to as a Participation Strategy covering target groups of customers in specific markets. This would be followed by a review of **"What"** a Competitive Strategy and **"How"** an Organisation Strategy during the development of Strategic/Tactical marketing plans.

The consultancy work would look to explore the optimum business model, organisation and customer base compatible with the aspiration to be a profitable leading player in the market.





SOR for Structured Business Related Research (Optional)

- The research would be focused on specific segments to understand the potential of the offer and product range in target markets. Special emphasis will be placed on the level of the market segments attractiveness in terms of profitability, market size and other key attributes.
- BFC to contact and interview/meet a range of leading players active in the targeted segment, with focus on the target geographical markets, BFC to offer advice to position the offer in the UK's and International market.
- BFC will analyse the market reaction to the offer, and audit the companies offer across value proposition and commercial touch points to advise necessary changes for market developments. BFC would explore the key elements of cost, efficiency & lifetime, & fitness for purpose, within reasonable commercial parameters an offer should be sustainable & competitive.
- BFC can establish the compliance and financial frameworks in the various market segments to support the product/project range as required, and advice gaps if the offer is non-compliant.
- BFC to review the product range to analyse the key engineering, installation, interface issues of the standard product in the market environment. BFC to provide advice on the critical success factors to launch a successful business with maximum benefit for the company.

5. Deliverables to Facilitate Sustainable High Performance Growth

Deliverables to Facilitate Sustainable High Performance Growth

Senior management peer group review of Step 3 & 4 and gap analysis.

Programme of deliverables.

6. Company – Experience - References

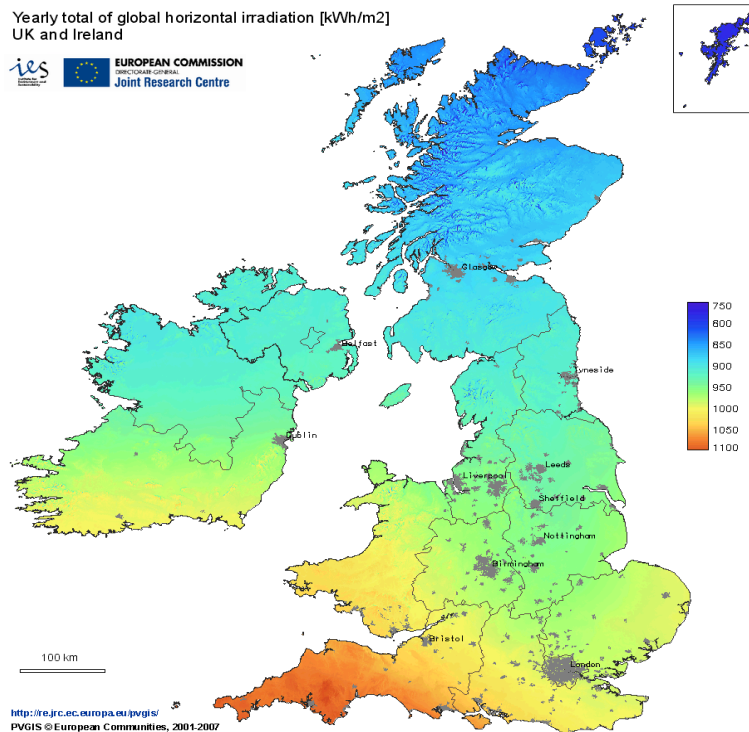
BFC Solutions Limited, Mowbarton House, Taunton, Somerset, TA2 8AS
Status, Limited Company, Registration Number 5392315, BFC was launched in 2004, followed by incorporation in March 2005;

Managing Director, Mr. Michael Pitcher, Direct 01823 451 378, Mobile 07979 696906,

BFC is located in Taunton, Somerset with the following attributes.

Located in the centre of the South West "Solar" Low Carbon Region

- 1 hour from Bristol, Exeter and Plymouth International Airports
- 1 hour from Cornwall for site visits and negotiations
- 2 hours from London by mainline train
- 2 hours from Schiphol, Frankfurt & Madrid
- Taunton adjacent to UK motorway network
- Full high speed broadband communications
- Excellent Contacts



Mr. Michael Pitcher – Managing Director BSc Hons

29 years in the renewable and sustainable energy sector, MD of consultancy for 8 years and senior executive director and sales, marketing professional with a background in high growth, high technology markets, 21 years experience as senior BP Renewables management team member contributing to strategic development and the global commercialisation of Low and Zero Carbon technology. (LZC)



Mr. Mike Pitcher, MD of BFC has over 29 years of specialist experience and expertise as a pioneer and ambassador in the renewable and sustainable energy, this experience has been gained from many iconic UK and mainland European projects.

Mr Pitcher has been developing, marketing and assessing innovative low carbon state of the art solutions in over 100 countries worldwide, during the period with BP Group, BP Solar developed from a start up Venture Company into a \$1bn commercial enterprise now positioned within BP Alternative Energy valued around \$6-8bn.

In the voluntary sector Mr. Pitcher has contributed by invitation as an adviser to several initiatives including the Devon Sustainable Energy Network (DSEN), and the South West Low Carbon Housing and Fuel Poverty Strategy and Action Plan, and the Taunton Deane Borough Council "Grow and Green" Economic Strategy Plan.

<http://www.tauntondeane.gov.uk/irj/public/services/directory/service?rid=/wpcccontent/Sites/TDBC/Web%20Pages/Services/Services/Economic%20Development>

BFC have a reputation for innovative, clear business focussed solutions. In today's fast growing LZC markets proven experience and focus are essential to analyze the rhetoric and information overload associated with climate change, renewable energy, carbon offset and sustainability issues.

BFC are in the business of delivering state of the art low and zero carbon solutions for competitive advantage with true triple bottom line sustainability, taking into account economic, environmental and social factors.

Special Skill Sets

- ✦ Strong Federal Abilities, to put wider good above sectional interests
- ✦ Recognised for clarity, and advanced communication skills
- ✦ A creative and analytical thinker committed to measured results
- ✦ Experienced project leader and member of real or virtual teams
- ✦ Proven background in delivering focussed market research projects
- ✦ A strong financial instinct, bringing discipline and flair to marketing skills
- ✦ A skilled, influential and visionary interviewer/communicator in most cultures
- ✦ Negotiator & network builder who understands value of long term relationships
- ✦ Clear thinking evaluator, with a wide knowledge of UK, EU Energy policy

As an International Associate consultancy BFC has developed a worldwide network of recognised highly professional expert associates; typically these associates have 20 to 40 year careers with proven peer group leadership qualities and blue-chip auditable track records, they are simply the best in their respective fields.

Terms & Conditions, Standard BFC Solutions Limited available on request
BFC Solutions Limited, all rights reserved, all contents strictly confidential

Registered Company Number 5392315, and Date – 18th^t January 2012