

## HOW

ShortCut MEA can  
support your business?



*Trust*

*Performance*

*Ownership*

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Market Study



Distributor Shortlist



Business Audit & Assessment



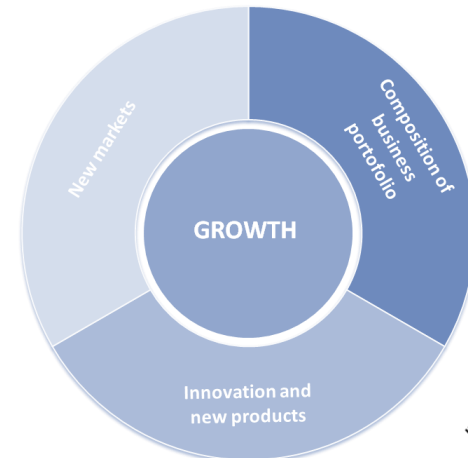
Integrated Solution

**Shortcut BizDev division** can **evaluate** the potential of your products in new markets, support you in **finding the right partner**, **introduce your products** within new territories and **assess** your business.

We offer a “**bespoke**” **service** to our clients depending on their needs. Those services are broken down in **4 different modules**, each aiming to address specific needs **depending on the development stage of the company**.

By **business development** we mean **generate growth** by building and implementing the **right strategy** to increase your sales, numerical distribution, consumer & brand awareness.

Such achievements can be done through **new markets opening**, **development of the business portfolio composition** and/or **innovation and products launch**.



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ShortCut  
MEA BizDev



Business Audit & Assessment

**With daily operations and challenges**, it is sometimes **difficult to get an accurate overview** of the business situation. Busy sales and marketing resources are often **too deeply involved in operational tasks to allow them to proceed with regular assessment** of the business. Hence, companies whether they are SMEs or multinational, can **miss opportunities** or **not implement the right action plan** to support their activity.

Relying on **own internal resources** presents also additional limitations: their logic and thinking is **molded by the company standards** and their **personal agenda might conflict** with the one of the company.

**Shortcut MEA** offers a practical solution: get an **external assessment of your business by professionals from the industry**, allowing you to have **an accurate and honest understanding of the situation** removing any influences from company culture, employee agenda or internal politics. Our assessment cover **sales, marketing, supply chain & logistic, distribution, finance and processes** – through **more than 100 KPIs** measurements.

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# ShortCut MEA BizDev



## Business Audit & Assessment

