

RENTAL BUSINESS PLANNING

CGN facilitated business planning sessions for client dealerships in order to help them plan the long-term growth of their rental equipment business.

Business Problem

Our client wanted to double its rental business value over five years. The client was also looking to assist its dealerships in growing their rental business through a proper business planning process

CGN Solution

The CGN team applied its business planning expertise to develop a business planning template that would allow the dealerships to create and document their plans in an organized manner. CGN also provided on-site business planning facilitation at client dealership locations.

The planning sessions required the business' cross-functional leadership to focus on a multitude of strategic and operational drivers in order to develop a comprehensive, well-balanced business growth plan. Through proper facilitation the client was able to,

- Analyze future market opportunities, by territory, based on industry reports.
- Perform a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to understand - how to better leverage their strengths, what set of actions would be necessary to overcome their weaknesses, how to take advantage of the opportunities and increase market share, and the need for an agile organization in order to offset potential threats.
- Gain a better understanding of the reports, processes, and actions required to manage an efficient rental business.
- Plan for the progressive growth of the organization's infrastructure (people, systems, and buildings) that would be necessary to support the projected business growth.

CGN also developed a financial model that allows the client to conduct 'what-if' scenario analysis and provide financial justification to the business plan.

SCOPE

Conduct detailed business plan facilitation for dealership's rental business

BUSINESS DRIVERS

Double overall rental business value over the next five years and increase market share in the rental industry.



For details call: 1.888.RING CGN (1.888.7464.246) or e-mail: leanoffice@cgn.net
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Customer Benefit

CGN played a key role in developing the five year business plans for the client's rental business at several of their dealerships. CGN facilitated business plans for approximately \$200 million worth of business and developed strategies, backed by realistic milestones, for collectively growing these dealers' rental business to over \$350 million by end of 2008. The client has utilized this process to support key Six Sigma projects for future planning exercises.

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