



CLEAR
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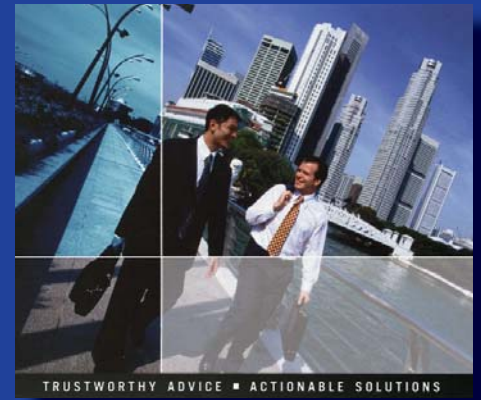
Precision Diagnostic Services

Clear Thinking Group understands the challenges you are facing during these trying economic times. Our professionals have top level experience and we have been in your shoes. Clear Thinking Group is pleased to offer our Precision Diagnostic Services to help guide you towards success.

Precision Diagnostic Services provide support to organizations operating in the retail, wholesale, manufacturing and distribution/supply chain vertical on critical decisions that need to be made relative to strategy, planning, and budgeting for their immediate fiscal year and beyond.

We believe it is paramount for organizations to be able to critically assess decision making alternatives in light of the uncertain economic climate. It is important to have an understanding of the costs and benefits of investment alternatives with a pragmatic view towards the attainment of realizable short-term return on investment. There are distinct strategic and tactical opportunities that consumer product organizations should assess today in order to guide their companies through a challenging time for decision making.

The following assessment initiatives are available:



Is your company currently experiencing any of the following?

- Struggle with prioritization of next year's projects to generate greatest impact to bottom line...
- Issues with merchandise out-of-stocks and/or overstocks...
- Constant clashing of business and IT departments on projects...
- Difficulty with gathering and analyzing customer information...
- Issues with store task, promotion, and merchandising execution and monitoring...

GET A DIAGNOSTIC DONE NOW!

www.clearthinkinggroup.com

Diagnostic Services

Trustworthy Advice. Actionable Solutions.

For more information, call 908-431-2121

or e-mail us at info@clearthinkinggroup.com



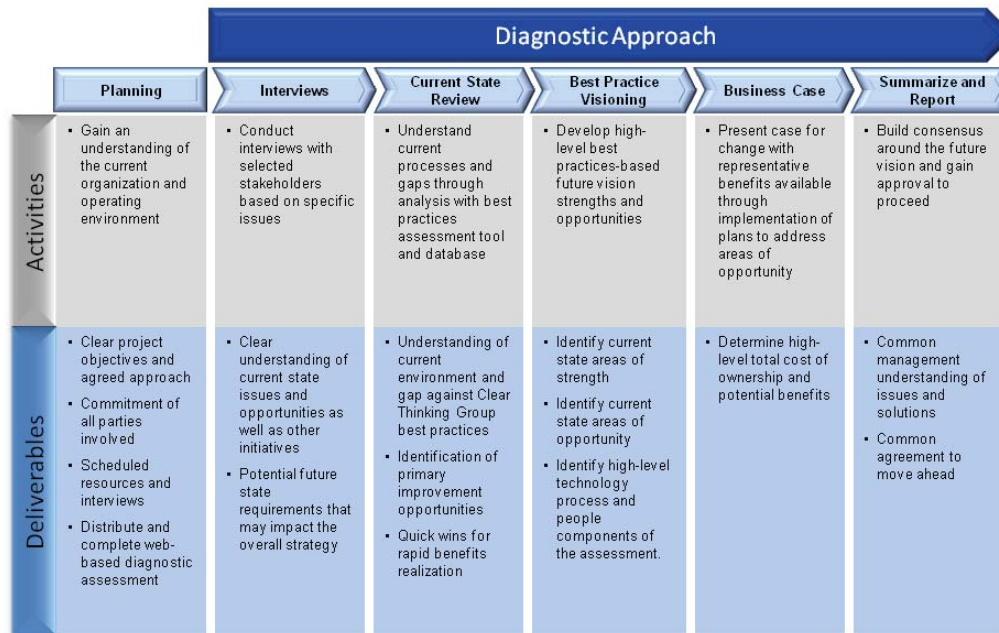
Precision Diagnostic Services

What are the benefits to your organization?

- Quick and thorough assessment offerings
- Analytic support for critical strategic planning decisions
- Strategic investment prioritization
- Identification of quick payback opportunities
- Focus on technology, process, and organization
- Provide framework for leadership decision making
- Enable incorporation into current plans and budgets

Diagnostic Assessment Methodology and Approach

We use a structured and proven approach to our diagnostic services. These assessments will utilize the following approach and methodology:



Diagnostic Team and Toolkit

Diagnostic Service Assessments are conducted on-site by experienced professionals. Each assessment utilizes our diagnostic toolkit which entails:

- Pre-Project Planning Session Facilitation
- Precision Retail Diagnostic Project Plan
- Best Practices Assessment Tools
- Proprietary Best Practices Database
- Proven Interview Guides



Precision Diagnostic Services

Service Offering Overview and Deliverables

Below is a brief description of each Precision Diagnostic Service that Clear Thinking Group is currently offering plus the standard deliverables that your organization can expect as a result of the effort. Additional information is available upon request to help you with your decision making. You will find these initiatives to be self funding!

Category Management and Merchandise Planning



Overview: Understand current strengths and opportunities in your organization relative to potential opportunities in advanced technology applications, process improvements, and organizational design.

Key Steps: Facilitate sessions to gain an understanding of Key Planning, Allocation, and Replenishment business imperatives. Develop an understanding of these activities within the organization:

- Technology – State of current systems and ability to support the organization
- Business Process – As-Is business process state
- Organization Structure – Roles / Responsibilities and Culture

Benefits	Deliverables
<ul style="list-style-type: none"> • Understanding of current state and opportunities / solutions regarding planning, allocation, and replenishment • Identification of “quick win” opportunities 	<ul style="list-style-type: none"> • Directional planning, allocation, and replenishment application and operations assessment • Prioritized findings, implications, and future recommendations

Customer Relationship Management (CRM)



Overview: Understand the potential of improved personalization and success with customers. An effective CRM assessment will encompass the strategies, processes, and enabling technologies that are deployed to acquire, develop, and retain an organization’s best customers.

Key Steps: Facilitate a session with key business users within Marketing, Store Operations, Merchandising, and IT to understand “customer transaction service points” as related to marketing focus.

- Customer Channel Analysis
- Merchandising – Market Basket analysis
- Ability to integrate to reporting tools, address database, zip code verification

Identify high-level CRM distinguishing requirements:

- Customer Information Integration
- Customer Segmentation Insights and Potential Modeling
- Customer Operational Insights

Benefits	Deliverables
<ul style="list-style-type: none"> • Identification of “quick win” opportunities to better gather and analyze customer information. 	<ul style="list-style-type: none"> • CRM Current State Assessment and Best Practice Gap Analysis • High Level CRM Strategy



Precision Diagnostic Services

IT Strategic Systems Assessment



Overview: Collect and understand key metrics and assessment data pertaining to business applications, data center assets and telecommunications, IT spending, organization, staffing, governance, and controls relative to the organization's current business model as well as anticipate the near to mid-term needs of the business.

Key Steps: Distribute and collect IT As-Is Assessment Survey from business system owners and IT support.

- Facilitate Business desired-state visioning sessions
- Facilitate IT desired-state visioning sessions
- Conduct high-level Application Portfolio Assessment
- Develop high-level desired conceptual and logical Technology vision

Benefits	Deliverables
<ul style="list-style-type: none"> • Understanding of "quick wins" opportunities 	<ul style="list-style-type: none"> • Business environment documentation, including Business and IT guiding principals • High-level Application Portfolio Assessment • High-level Gap and Opportunity Assessment

Operational and Supply Chain Assessment



Overview: Develop an understanding of current operations and systems, create a vision to address issues identified in the current state assessment, identify potential solutions for identified opportunities using high-level requirements, and document a high level business case and potential success measurements involved in changing the current environment.

Key Steps: Identify current and future initiatives within store operations and systems. Understand the strengths, weaknesses and opportunities (SWOT) at the store level

- Identify business objectives/decisions that may govern/constrain best practice solution design
- Perform Best Practice comparison and Gap/Opportunity Assessment

Benefits	Deliverables
<ul style="list-style-type: none"> • Develop an understanding of potential "quick wins" in the store environment 	<ul style="list-style-type: none"> • Best Practice Vision for improvements, including "quick wins" for the store environment • High-level Business Case for Change



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About Clear Thinking Group

Clear Thinking Group is a national advisory organization founded in 2001 that provides a unique perspective on business opportunities and challenges. The firm's team of professionals, including six partners, takes an active role in implementing plans that are developed for its clients. The firm's broad experience in industries such as manufacturing, consumer brands, distribution, and retail allows it to provide clients with actionable solutions and expected results through careful, clear thinking.