



Creating value, unlocking wealth

WHO WE ARE

Accelerated Value Generation delivers high-impact, tailor-made consulting, training courses and business advisory services to South African and multinational enterprises expanding into emerging markets, particularly Africa.

Our core focus is to increase value for our clients, in the fastest way possible, for highly successful, sustainable business performance.

We draw on our comprehensive knowledge of African markets as well as our extensive local and international experience in developed and developing markets across key consumer goods sectors to assist businesses in effectively restructuring their organisations and successfully growing into new territories.

Our deep-seated understanding of Africa developed, and emerging markets allows us to assist our clients in creating greater value and unlocking greater wealth within their growing businesses.

Inspired, insightful leadership

Accelerated Value Generation (AVG) is a dynamic, hands-on company led by visionary individuals - former CEOs, global CMOs and COOs working in the high-pressured consumer goods market.

We have unmatched expertise in the developed markets of the USA, Europe and Australia, as well as in the emerging markets of Eastern Europe, the Middle East and Pakistan.

Our knowledge of Africa, her markets, her people and her diverse operating environments is unparalleled, and is one of the greatest drawcards for our blue-chip clients. We have far-reaching experience and success working on the African continent, and deliver the lessons learnt here to our clients to maximise value in the most efficient way possible.

We have multisector experience spanning businesses operating in the household cleaners, health and beauty, personal care, cosmetics, over the counter pharmaceuticals, pet care and pet food, medical devices and pharmaceutical sectors.

Our vision for Accelerated Value Generation is to be a leading role player in enhancing and augmenting the professional skill sets of organisations operating in emerging markets.

WHAT WE OFFER

Invaluable support at peak growth points

Each service is tailored to suit our clients, their specific growth objectives and their individual expansion strategy.

Business Consulting

Unlocking value. Having spearheaded multinational organisations' operations in emerging markets for 30 years, we have a keen understanding of the challenges of working in these territories.

Using this experience as a benchmark, we have developed a unique consulting approach to assisting companies looking to the emerging markets - specifically Africa - for growth.

This approach comprises two distinct areas:

- Defining our clients' priorities and short- to long-term profitable growth opportunities
- Our thorough business assessment tools interrogate organisations' life cycles, brands, products, services, customers and markets, as well as their goals for short, medium and long-term profitable growth.
- Implementing a compact methodology and practical set of tools to identify and unlock value
- The methodology focuses specifically on profitable, accelerated growth; improving cash management; elevating organisational culture; and maximising income statement drivers.

Training & Courses

Accelerating value generation for businesses

Working in management positions in multinationals operating in Africa provided us with first-hand experience of how top performing talent, despite their heavyweight skill sets, battle to adjust to emerging market conditions.

Understanding the need by corporates to train their employees to the highest standards, but also the challenges that come with working in these countries, we have formulated training programmes that bridge the gap between developed market learning and developing market execution.

These courses include Jumpshift Worth, an intensive, industry-accredited training programme that empowers delegates with the essential knowledge needed to successfully run a high performance organisation in emerging markets.

Coaching & Mentoring

Building strategic skills, enhancing inherent knowledge

Drawing on our varied, broad and hands-on experience working in complex business environments in developed and developing markets, we offer customised coaching and mentoring.

Interim Management

We can provide CEO - COO - MD Interim management. Sourced from a pool of proven heavyweight executives to safely handle a period of transition, crisis or change within an organization.

Business Advisory

Strategic insights from the ground

We offer a tailor-made advisory service which, through our potent on-the-ground system, assists firms looking to expand, improve existing operations, or pursue acquisition target identification strategies in developing countries, specifically Africa.

Companies working in these markets often encounter challenges that require strategic and operational solutions. These include:

- Multinationals that have not realised the business success they had anticipated
- Entrepreneurs with excellent products but incomplete market presence
- Rapidly growing businesses that don't have dedicated resources
- Firms looking for new market prospects
- Companies with specific market challenges that need effective market solutions

Our all-inclusive business advisory services cover:

- New market entry strategies
- Acquisition target identification
- Supply chain and operations
- Distribution partner assessment and outlines
- A unique entry expanding earning (EEE) model
- Tailored, informed strategies for maximum success

Our vast experience working in African markets has taught us that new market entries are most likely to fail as a result of:

- Inappropriate (or non-existent) strategies
- A lack of development of local talent
- Insufficient experience and knowledge of the local market
- Attempting to transfer country-specific models from other markets to Africa

We know every country comes with its own unique set of challenges and operating conditions, which is why we only craft and implement strategies based on our own insights and hands-on experiences of these markets. This ensures that our clients are able to adopt an informed approach to their growth strategies, effectively reducing the risk of new market failure.

Private equity advisory

Our team also has extensive experience advising private equity in:

- Identifying prospects that most advantageously balance risk with reward
- Evaluating opportunities for new markets, and fast-tracking profitable growth
- Extracting maximum value and returns for investors
- Deal preparation support
- Due diligence

OUR CONTACT DETAILS

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