

Independent Management Consultancies Network IMCN

European

Professional

Personal



Name of the Firm

ALCEDO Unternehmensberatung GmbH

*Full address
(incl. Phone, Fax etc.)*

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Established

2007

*Responsible Person for the
Network*



Wolfgang Moser
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*Name of Managing Partner(s),
Executive Director(s)*

Mag. Christiane Schloffer
Dr. Christian Hubacek
DI Kurt Hölzl, MSc

Name of Senior Consultants

Dipl.Ing. Gerald Seebacher

Total Number of Consultants

5

March 2018

(The profiles of the members are permanently up-dated. Please ask for the latest version.)

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*Specialisations
(FEACO classification/
Main Field of activity)*

STRATEGY ADVICE

Corporate Development; Corporate Restructuring; Organisational Development; Turn Around Management; Interim Management; Joint ventures; Business Innovation; Business Valuation; Internationalisation; Industrial Production Design

MERGERS & ACQUISITIONS

Company Merger; Acquisition of Business/Shares; Investors

EXPORT / IMPORT CONSULTING

Sponsorship Projects; Marketing and Sales in Export Countries; Logistics Solutions Export/Import

ECONOMIC CRISIS

Continuation/Liquidation; Alternative Financing; Out-of-Court Settlement; Shareholder Structure

*Type of Clients/Branches
(Industry areas)*

Automotive
Aviation Industry
Mould Construction
Prototyping
Racing Teams
Electrical Engineering
Information & Communication Technologies
Financial Services
Distribution Logistics
Craft & Trade
Abrasives Industry
General Machinery Construction
Refractory Industry
Wholesale
Beverage Industry
Food Industry

*International Practice
(Foreign countries where assignments were completed;
in order of priority)*

Germany, Switzerland, Hungary, Slovenia, Croatia, Czech Republic, Poland, Slovak Republic, Bulgaria, Thailand, China, Vietnam, Hongkong, Australia, USA, South America, South Africa

Language ability in the firm

German
English
Mandarin

*Professional Membership
and Cooperations*

UBIT: Professional Association of Management Consulting and Information Technology;
Working Group proEthik in the Austrian Federal Economic Chamber

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ALCEDO

Mission Statement / Consulting Philosophy

We are partners for entrepreneurs with ambitious goals, but also for entrepreneurs in difficult business stages. We support the adjustment to major changes and help in overcoming new territory. We define the success of our consulting services around real, sustainable value for our customers.

The appreciation of our customers, respect for the services provided and the customers' trust in our services and integrity are core values for us. Our consulting approach is geared towards objectivity, neutrality and the highest possible consulting standards.

Credentials (short description of some typical assignments)

- Type of client / Branch (Industry area)
- Field of activity
- Assignment summary and results

GENERAL AVIATION INDUSTRY (I)

Challenge: Establishment of a worldwide sales and service network for manufacturer in the general aviation industry.

Realisation: Acquisition of partner companies for import, sales and maintenance in all major European markets, USA, South America, Africa and the Far East. Established as the world's second largest sales organisation with a sales increase of > 300% in a few years.

GENERAL AVIATION INDUSTRY (II)

Challenge: Financing of product development project in preparation for the market stage - General aviation company in Austria.

Realisation: Analysis of current situation concerning technical development and project financing, supporting shareholder decision to take up capital of external investor, market analysis worldwide, creating information memorandum for investors, strategic approach of potential investors in Europe, conclusion of Letter of Intent, support of shareholders in negotiating the transaction structure, support of due diligence, assistance in drafting contracts until closing, interim management for one year to obtain product certification and start of serial production.

METALWORKING INDUSTRY

Challenge: Restructuring of the sales organisation with rebuilding the local sales units in China, Korea, Malaysia and Thailand for a company in the machine tool building industry.

Realisation: Analysis of the existing sales organisation units, draw up of proposal for rebuilding, exclusion of inefficient distribution partners and replacement by capable and motivated new local partners, strengthening the integration of existing partners with good performance, coordination of administration and communication between sales management and local distributors, support of strategy definition process and deployment of sales controlling.

ADVERTISING AND COMMUNICATIONS

Challenge: Turn around of Austrian Manufacturer of promotional materials

Realisation: Consulting entry point after repeal of bankruptcy proceedings, monitoring of compulsory settlement proceedings, establishing accurate finance and accounting standards, introduction of controlling instruments and risk management, organisation of marketing tools, cost optimisation in purchasing, restructuring of shareholding, reorganization in human resources, realignment of corporate financing, strengthen relationships with suppliers, Interim Management until completion of financial recovery process and achieving turnaround.

TRANSPORTATION

Challenge: 100% sell-off of a Vienna based road Transport Company;

Realisation: Drawing up of information memorandum for investors including integrated financial planning and a business valuation, creation of teaser and compilation of long list with potential investors; strategic approach of key investors in D/A/CH region, set up of term sheet and due diligence, conducting the sale negotiations on behalf of the owner to the successful completion of the transaction.

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Selection of important and well known clients (location)

DHL Paket Austria GmbH., Austria
 Drone Rescue Systems GmbH, Austria
 IAT 21 Innovative Aeronautics Technologies GmbH, Austria
 KTM Sportmotorcycle GmbH, Austria
 Lithoz GmbH, Austria
 Maillog Richter & Weiner GmbH., Austria
 Redmail Logist- und Zustellservice GmbH, Austria
 SBA mechatronics GmbH, Austria
 RUDOLF Metallbau GmbH, Austria
 STOHL Racing Team, Austria
 Styria Media Group, Austria
 WimTec Sanitärprodukte GmbH, Austria
 AQUILA Aviation GmbH, Germany
 H.C. Starck GmbH, Germany
 Quickmail AG, Switzerland
 ALLTERCO Group, Bulgaria, Albania, Romania, Serbia, Singapor, Malaysia, Thailand, USA
 Boehler Mining & Construction, Australia
 Terracom Informatics Ltd., Bulgaria
 Winterthur Technology Group, China
 Wendt Precision (Taicang) Co., Ltd., China
 Voest-Alpine Bergtechnik GmbH, South Africa
 Tyrolit Schleifmittelwerke Swarovski KG, Thailand
 RHI AG, Austria & USA

Partners / Senior Consultants short profile

Ac.PM WOLFGANG MOSER, CMC – Senior Partner & Managing Director
 – Education: Certified Management Consultant, ICMCI International Council of Management Consulting Institutes; Academic Project Manager, ARGE Bildungsmanagement, Vienna; Logistics Management, London Business School, United Kingdom as well as Professional Pilot, Europe
 – Language skills: German and English
 – Focus: Strategic Corporate Development; Mergers and Acquisitions; Project Management; Financial Recovery and Turn Around Projects for SME

Dipl. Ing. KURT HÖLZL, MSC – Associate Partner
 – Education: Studied mining at the Montan University Leoben
 – Language skills: German, English, basic knowledge in Thai and Chinese.
 – Focus: Setup of distribution and service units in Asia, with focus on metal industries. Establishing contacts with cost-effective and high-quality suppliers of technical products in Asia, including local quality control, documentation and implementation.

Dr. CHRISTIAN HUBACEK – Associate Partner
 – Education: Doctorate studies in economic and social studies in Brussels: Sociology, Business Management, Economics
 College for Music and Performing Arts Vienna: concentration Piano
 – Language Skills: German and English
 – Focus: Strategic corporate development; Project management; Company reorganization, and Crisis management

Mag. CHRISTIANE SCHLOFFER – Associate Partner
 – Education: Business Administration, Johannes-Kepler-University, Austria
 – Language Skills: German and English
 – Focus: Finance & Accounting, Strategic Controlling, Treasury, Attendance & Personnel Deployment Management