

SPS.cosmetica

Servicii Profesionale Saloane

SPS.cosmetica SRL

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REFERRAL

SPS.cosmetica SRL is a distribution company for professional hair care products and hair care professional equipment. We are the organization responsible to establish and develop the entry on the Romanian market of the L'Oreal's American brand MATRIX. SPS.cosmetica SRL is acting as a direct partner of L'Oreal Professional Hair Division Romania. Our area of responsibility is covering 75% of the national territory. The operation conducts establishment and development of a direct sales network for MATRIX products. SPS Cosmetica SRL is divided into five sales areas plus one general administrative unit operating across the country. Our turnover only for these products is in the order of 600 kEUR.

In the summer of 2005 the management team made the judgment that existing development strategy of our company did not reflect anymore existing business environment challenges and opportunities combined with the feeling about losing grip on the core business. Procedures and working methods of operational activities were also different throughout the country, causing efficiency losses. It was decided therefore to make a thorough analysis in these areas. AT Concepts GmbH was contracted to perform this analysis.

The analysis showed substantial potential to focus on the core business and to reduce redundant administration and work in a more aligned way. The management team decided to run a strategic management consulting project together with AT Concepts GmbH. The project started in September 2005 with the objective of helping top management in designing a new development strategy for our company concentrating on the core business as well as on establishment of those measures leading on reducing administration and work in a more uniform way across the company.

The project is ongoing since then with successful accomplishment of the first phase in November 2005 focused on defining the new business development strategy. Thanks to the achievements in the project our company has experienced a remarkably improved working situation. Time spent on non-value creating activities has diminished and quality of work has improved.

AT Concepts GmbH was awarded the project in competition with other strategic management consultancy companies. The main reason for choosing AT Concepts GmbH was their method for implementation. They worked very closely together with us in a simple and direct way, with our people involved throughout the process. Detailed and comprehensive action plans were developed and executed (in total 24 action plans were active in parallel).

They avoided complicated "consultancy theories" and the project related to our operational work in a useful and practical way. The consultants that were involved in the project all had a very high and relevant competence.

For those that have a need for support of consultants in identifying the best business alternatives and choosing a profitable strategy, improvement work and look for direct change which is supported in the organization I warmly recommend AT Concepts GmbH.

Alexandru EDU

CEO and Majority Shareholder

