

Business Position Assessment: Sell or Invest for Growth?

Avondale partnered with a new CEO to determine the business's growth prospects and make an invest/divest recommendation to the board

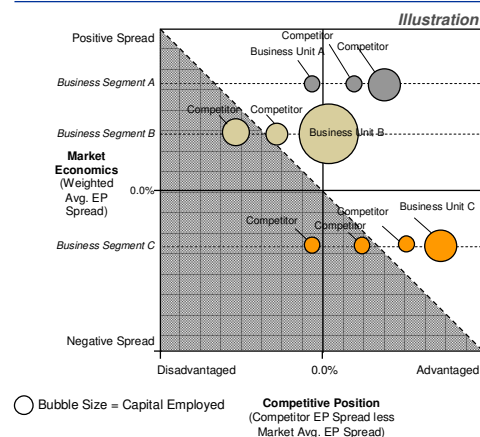
Activities

- Analyzed and evaluated products and customer markets to understand potential for share gains and new market opportunities
- Evaluated value creation across business by customer profitability
- Developed growth adjacencies by region, customer segments and sales channels
- Quantified and prioritized each potential strategic initiative

Results / Outcomes

- Although three prior management teams had concluded its core markets were saturated and no further investment warranted, Avondale identified opportunities to more than double the value of the business
- Four years later, revenues have grown by more than 80%, while maintaining high returns on capital

Current Strategic Position



Current Financial Performance

