



Creating significant bottom line increases

Strategic
development

Outsourced
Solutions

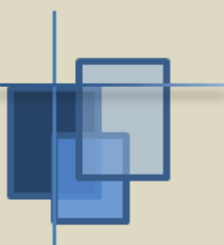
Turnaround &
crisis
management

Sales &
efficiency
improvement

Marketing
Services

DASQ

Consulting



Turning creativity into reality

The development and execution of a successful strategy is key to achieving success. Our collaborative approach will help you reach your corporate goals.

Our experienced consultants have a breadth of experience drawn from a variety of industries and sectors. Their specialist expertise has been gained in Plc's, multinationals, government bodies and SME's.

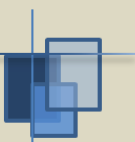
No one solution fits all, and we work quickly to understand the key drivers of your business starting with a fundamental and comprehensive process analysis.

The fundamental principle upon which we structure our solution to enable your success is one underpinned by planning and control .



Our strategic services at a glance:

- Market analysis and insight
- Corporate Vision and strategic development
- Business plan creation
- KPI development and reporting
- Organisational and Process Management
- Project planning, steering, reporting and feedback



Outsourced solutions

focus on your strengths – let us deal with the rest

To enable the management team to focus on the growth of the core business we often recommend an outsourced solution.

We develop a partnership solution to share the risk and share the rewards of a successful collaboration.

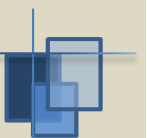
“Outsourcing the final contract negotiation and the full project management to DASQ, has turned out to be a real benefit for the profitability of our project.

Richard Halbrook
COO, Augeo Global



The services we offer are:

- Contract negotiation
- Feasibility studies
- Project management and reporting
- Development and monitoring of KPI's
- Measurement and management of outputs



finding the right answers when things get difficult



Successful turnarounds require planning and management.

The services we provide are:

- Cash-Management & Planning
- Cost reduction
- Organisational changes
- Process management
- Out sourcing or near sourcing
- Interim Management

The key resource all Senior Managers are looking for in a turnaround project is 'time'.

We know that identifying, structuring, and applying a solution to a problem that can be implemented immediately is one of the key elements of change management.

Our breadth and depth of experience in a wide range of company re-organisations and restructures have equipped us to guide companies back on the path of increased profitability.

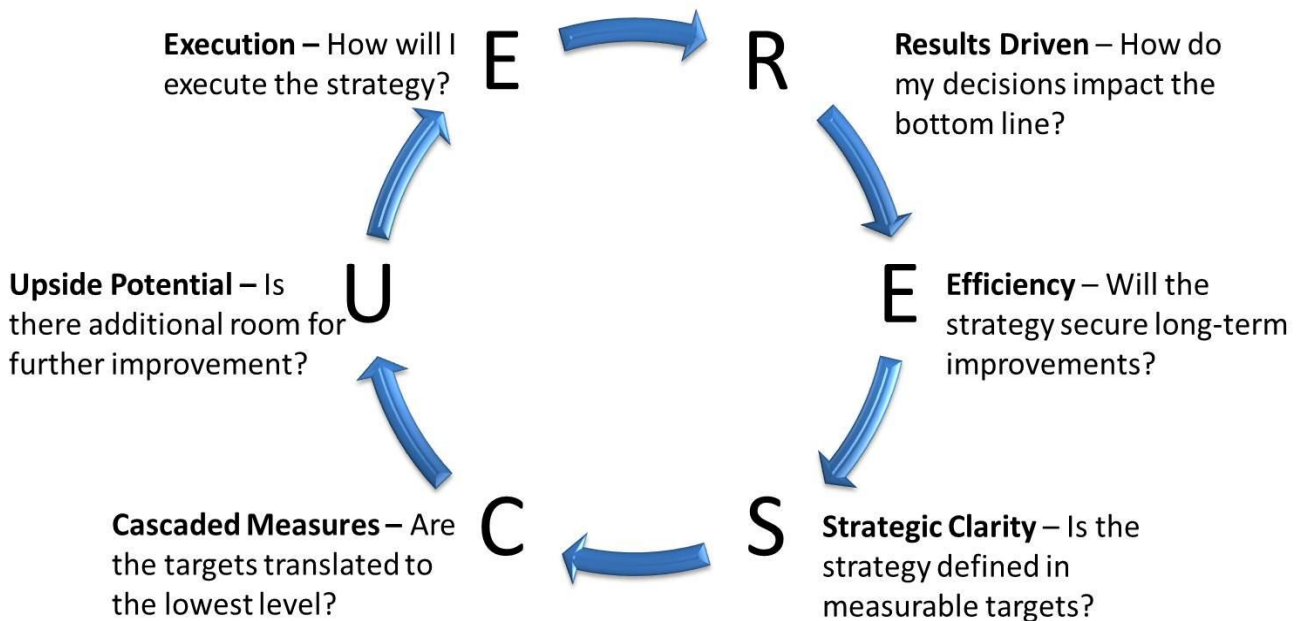


At DASQ we believe that turnarounds are often most successful if conducted and led by existing management.

Our model seeks to develop and unlock the potential within the business, empowering and guiding existing management- bringing in interim management only where no other option exists.

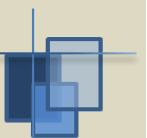
Restructuring needs control, planning and buy-in of all colleagues. A good communication strategy coupled with a clear vision, with accountabilities clearly defined. Outputs must be measurable and manageable .

For this reason we have developed our 'RESCUE' approach which we use to successfully guide management throughout the process.



“Within a short period of time DASQ had not only analysed the situation but they also suggested an intelligent execution plan of how to turn the business around.”

Christian Daumann
CEO, Palero Capital



are you ready to grow?

Focus on what really matters for your business –concentrate on and improve those aspects of your business that will drive the greatest benefit.

Companies that achieve a sustainable increase in value do this by:

- Sales Growth and understanding your target market
- High conversion rates and world class bid processes
- Strong renewal rates and repeat customers
- Increasing the lifetime value of customers-upselling and cross selling
- Cost optimisation & margin increase
- Process improvements

Even if your company is already successful, a continuous review of your sales processes, bid process, marketing, operational processes and cost structure is essential to improve profitability and sustain your business in a competitive market.



We develop tailored solutions by talking to you, listening, and understanding how best we can add the most value to your future success

How we can help you:

- Developing world class bid processes
- Working with you to define your product mix based on profitability
- Analysis and optimisation of operational costs and supply chain
- Implementing the correct pricing strategy based on costs and market forces
- Investment performance review



DASQ is based in Bristol, in the South-West of England and operates throughout the UK and Mainland Europe.

We combine expertise with in-depth board level experience derived from many years of working in dynamic small and mid sized enterprises as well as some of Europe's leading businesses and consultancies.

We work collaboratively with our customers. Our "hands-on" experience of achieving real business success

through strategic insight and practical solutions will drive best practice across your business.

We really get excited about increasing our clients financial performance! We feel confident enough to offer performance based remuneration for our services.

Apart from our Consulting work we focus on Interim Management services such as CEO, COO, CFO, CMO or CRO, as well as fully Outsourced Solutions.

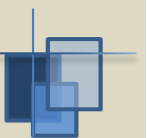
Benefit from our experience



"It is a great experience to work with them, their solutions are thought through and work in the real world."

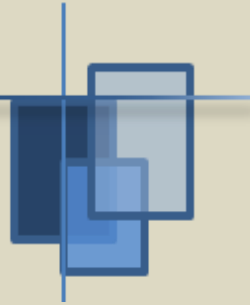
Jim Morrison

CEO & Founder of twiDAQ



DASQ

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