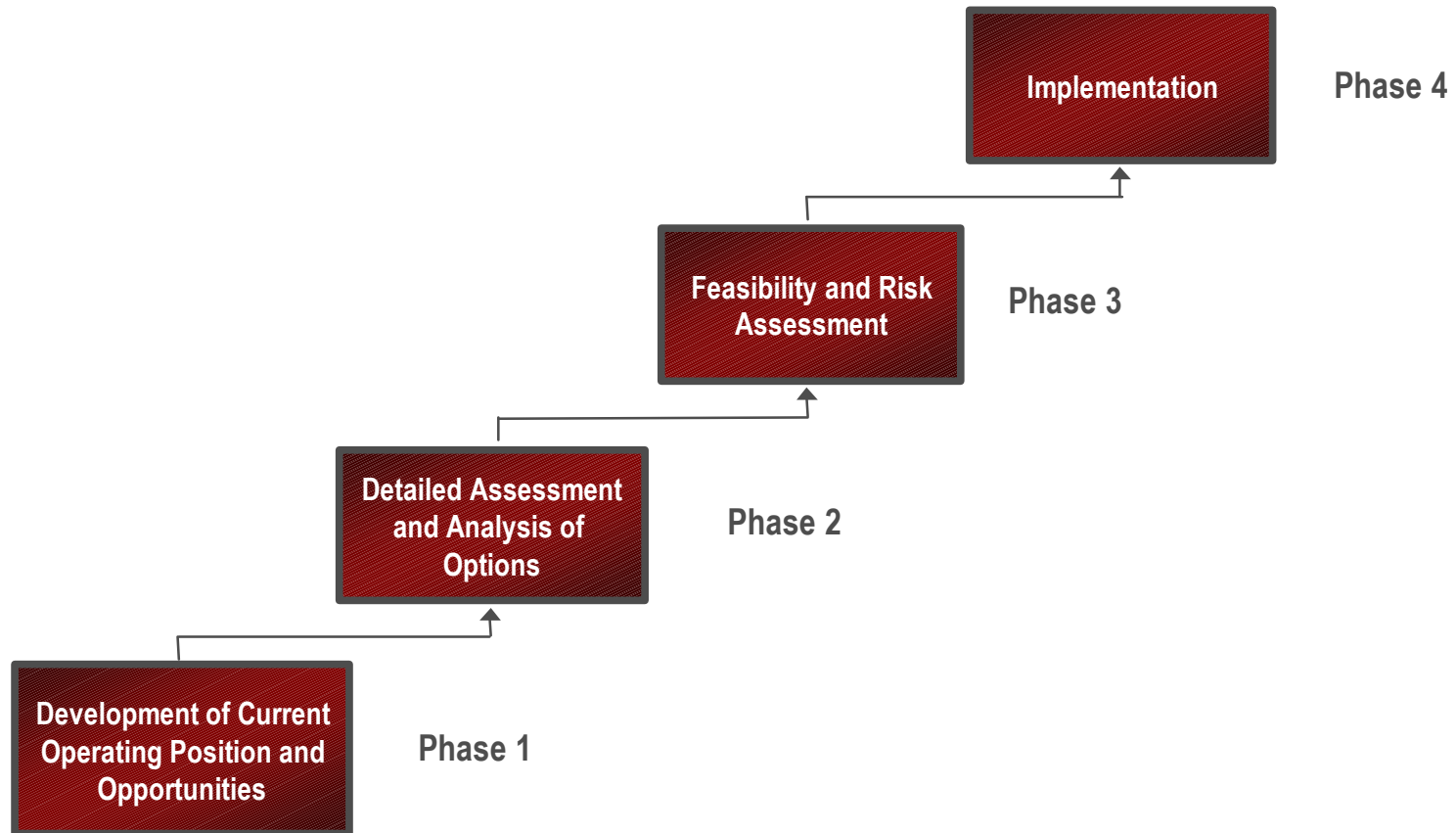




Dawson Consulting – Local Distribution Methodology

Our Project Methodology is designed to be rigorous, straightforward and logical



Phase 1 - Development of Current Operating Position and Opportunities

Phase 1 Development of Current Operating Position and Opportunities

- **Establish 'Base Case' to provide comparison platform**
 - Establishment of project team, timeline, and accountabilities
 - Initial project workshop to secure project 'buy-in' and an establishment of outcome expectations
 - Set up and preparation of the operating model to create the Current Operating Profile (COP)
 - Preparation of 'operating model' and processing of operational data
 - Initial assessment of COP outputs and identification of opportunities

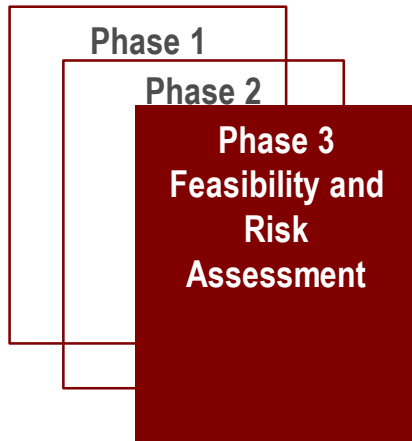
Phase 2 – Detailed Assessment and Analysis of Options

Phase 1

Phase 2
Detailed Assessment
and Analysis of
Options

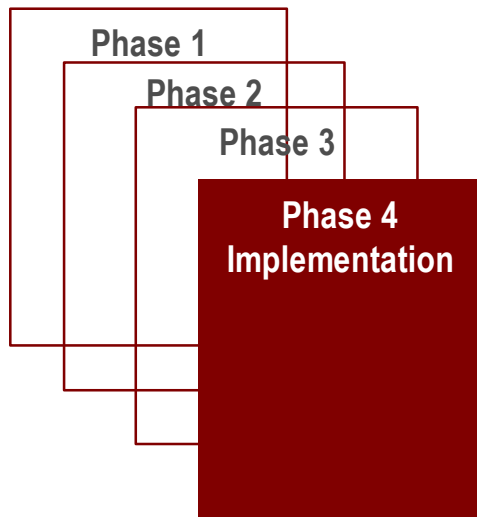
- **Option shortlisting, assessment and analysis of improvement options**
 - Option Selection Workshop
 - consideration of realistic options and shortlist for detailed analysis
 - Detailed assessment and analysis of the shortlisted options and comparison with COP to establish measurable value of improvement
 - Ranking of options
 - ‘Sanity testing’ of options
 - Determination of each option’s value proposition including;
 - cost down opportunity
 - service enhancement
 - ‘do ability’
 - Recommendation of preferred option
 - Roadmap to ‘go forward’

Phase 3 – Feasibility and Risk Assessment



- **Study of the feasibility and risks of the preferred option**
 - Define the investments and potential returns
 - Assess each business' risk and opportunity
 - Assessment of the respective implementation approaches with levels of risk (e.g. step by step, 'big bang')
 - Establish value proposition accounting for assessed risks
 - Consider implementation hurdles and establish means to overcome them

Phase 4 - Implementation



- **Operational implementation of the preferred option**
 - Project Management throughout implementation and system 'start up'
 - Provider tendering process
 - Provider submission evaluation
 - Negotiation and securing of Service Agreements
 - Development and introduction of KPI measurements
 - Ongoing performance measurement
 - Project sign off and hand over