

Synopsis of 10 Case Studies Shows How MasterClassTM is Contributing to Nation Building!

NEXT LEVEL OF SUCCESS. SIMPLIFIEDTM



10 Case Studies

These Companies are growing @ 50% to 400% using the Revolutionary
"MasterClassTM Next Level Simplified" Strategic Execution Process.

Core Purpose & Mission of MasterClass™

Core Purpose & Mission of MasterClass™ is **Nation Building**; by **contributing**, in our own way, to the **economic development of our country by helping tens of thousands of Indian organizations and individuals reach the next level of success**. We do this by providing **Strategic Execution Consulting services, simplified** training programs, and tools, through various mediums across the country, through professionals with practical industry experience.

MasterClass™ Case Study # 1: Xtreme Media Pvt. Ltd.

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Xtreme Media Pvt. Ltd., has achieved 233% in 2013-14 (10 months from April to Jan), compared to 2012-13 (12 months), after applying the MasterClass™ Process!"

~ Mr. Sanket & Ms. Kinjal Rambhia (Directors)

Mr. Sanket Rambhia finished his post graduation in computer science from Drexel University, Philadelphia, USA. He has worked as a software associate in the risk modeling team of Blackrock Asset Management. He founded Xtreme Media Pvt. Ltd. in 2009 to manufacture Digital Signage & LED Solutions.

KEY ISSUES:

- LED business was mature but digital signage software business was struggling, despite good products & solutions.
- Lack of Clarity & Vision.
- No focus on Brand Building.
- Fixed streams for Revenue Generation.
- Limited strength in Marketing & Distribution.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- With the help of MasterClass™, Developed a simple **4-Page Strategic Execution Plan** including Mission, Values, Vision, DNA, SWOT, Target Market Segmentation, Customer Pain Points, Unique Value Proposition, Brand Positioning, 5 Year Long Term Goals, Critical & Key Success Factors, 1 Year Laser Sharp Execution Plan & Execution Review Mechanism.
- Brand building with new brand positioning; "WOW Factor for Your Brands!"
- Organization building. Recruited 9 key personnel to fill in the gaps.
- Established pan India distribution network, including value added resellers like HCL and partners like Intel, Microsoft and Samsung.
- Introduced 20 new products.
- **Bagged the single most prestigious order in the Digital Signage Industry in the face of stiff competition. 'State Bank Of India (SBI)' is THE biggest Digital Signage rollout in INDIA. Order bagged for 2,000 branches pan India is just a pilot. Also bagged National Stock Exchange' (NSE) – Biggest fixed LED installation rollout in Mumbai.**
- For Digital Signage, developed a hardened version (Linux Version) of the software which is free from third party license costs & viruses and hence much more cost-effective and rugged at the same time. They are the only company in India to have all these features on a hardened platform.
- First & only company in India to have Live TV capability on LINUX.
- Overall cost of their Digital Signage products with software brought down by 60% !

Result: Sales turnover has grown 233% in 2013-14 (10 months from April to Jan), compared to 2012-13 (12 months).

Sanket & Kinjal Rambhia presenting Xtreme Media's Case Study

MASTERCLASS™ IS THE BEST THING THAT HAS HAPPENED TO OUR BUSINESS BECAUSE ...

"Simplified and targeted delivery with focus on your business is what makes MasterClass™ unique. It's a transformational process which all businessmen must go through to streamline their plans, put them on paper and prioritize them. **The best thing about MasterClass™ is its focus on execution**".

"Having done MasterClass™ I am not surprised by the testimonial from Mr. Frank Scheid, of BSV Bio Science, Germany. **It re-emphasizes that process delivered by MasterClass™ is WORLD-CLASS!**"



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

BSV BioScience GmbH, Germany

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



“With the Help of Consulting by MasterClass™ BSV BioScience GmbH, Germany, has achieved sales growth of 61% and turned around its balance sheet result from losses in past few years to profitability!”

~ Mr. Frank Scheid (CEO)

BSV BioScience GmbH is a German company. We manufacture & market biological, pharmaceutical active ingredients for different therapeutic areas. One of our key strengths is based on production of fertility hormones, being supplied as API or finished injectables as well in co-operation with a German licensed manufacturer. We are focused on different R&D activities, continuously pursuing improvements in the field of APIs & finished dosage forms. Our products are of highest quality, purity & stability.

KEY ISSUES:

- BSV BioScience was acting on a day to day basis without a clear mission & a vision.
- There was no professional business plan.
- There was no real responsible department for business development & marketing.
- Highly educated staff was not utilized efficiently.
- Drastic cash flow issues.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™, helped us to issue a clear mission & a clear vision for our company.
- Now BSV BioScience is holding a realistic strategic execution plan with clear goals & timelines.
- We have dedicated people now for business development & marketing, being responsible for identification of additional customers.
- We have consequently changed our payment terms & increased our prices to help improve cash flow & profitability.
- MasterClass™ also helped us focus more on our key strengths like product outlicensing. We are discussing with 4 different partners intensively and have free choice, with whom to co-operate.

Result: Signed new clients, achieved sales growth of 61% & our production capacity utilization improved substantially. This helped financial turn-around of the company.

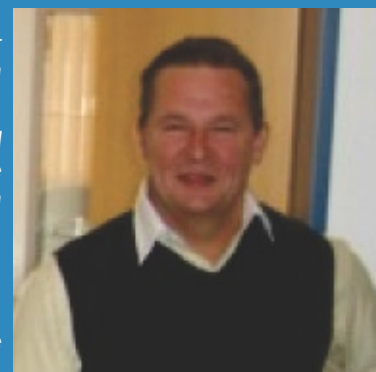
Transformational Experience shared by Mr. Frank Scheid, CEO

“After 22 years of being associated with BioScience industry in terms of R&D, Production, QC, QA and other functions, I received my first fruitful business lectures from MasterClass™, being a CEO of a German Pharmaceutical Company since end 2007.

I could never imagine before that a 3.5 days training program could provide so much of eye-opening and mind opening implements for our company. This training course was not only packed with tremendous knowledge from Mr. Ambrish Chheda, it was also loaded with honest emotions, what makes this learning experience an unforgettable one.

As a CEO of the Company, I have a feeling, comparable with the feeling of having received new spectacles, giving me a much clearer view than before.

To drive a car is not a difficult job, but to find the way to the desired destination is sometimes tough. Now, we have a GPS System, which not only guides us, it is even reminding us, in case we lose our track.”



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

Sarjena Foods Pvt. Ltd., 'Baker Street' Brand

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Sarjena Foods Pvt. Ltd., 'Baker Street' Brand have achieved 81% growth in Sales Turnover in 2012-13 and 73% in 2013-14, after applying the MasterClass™ System!"

~ Mr. Vishaal Vira & Mr. Nirmal Gogri (Directors)

Mr. Vishaal Vira & Mr. Nirmal Gogri acquired Sarjena Foods Pvt. Ltd., manufacturers of Baker Street Brand Bakery Products including Khari Biscuits, Cookies, Rusk & Toast, in 2011.

KEY ISSUES:

- Foundation of the company in terms of Mission, Values & Vision, Long Term Goals, was abstract & not Defined.
- Hence there was no direction.
- Improper Organization Structure & Practices.
- Lack of alignment within the team.
- Baker Street products were available only in 100 outlets of Modern Trade and 15 outlets of Retail Trade in Mumbai only.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- In April 2012 we engaged MasterClass™, and developed a clear 4-Page Strategic Execution Plan including Mission, Values, Vision, DNA, SWOT, Target Market Segmentation, Customer Pain Points, Unique Value Proposition, Brand Positioning, 5 Year Long Term Goals, Critical & Key Success Factors, 1 Year Laser Sharp Execution Plan & Execution Review Mechanism. Execution progress is reviewed every 15 days at the SERM meetings, by MasterClass™ in a very simplified manner.
- Revamped Brand identity & brand positioning ; "Health & Happiness in Every Bite". Revamped packaging to world class look & feel.
- Organization building. Formed core team with defined KPIs, Recruited 40 sales personnel all over India to appoint & provide service to distributors & trade.
- Established pan India distribution network. Baker Street brand now available in over 5,000 retail outlets in 15 major states, compared to just 1 city (Mumbai) in the previous year!
- Introduced 16 new products.
- Manufacturing Productivity (Average Production per day) increased by 57%, without increasing manpower or machines! Increase of 121% in Packaging Productivity (43 kg to 100 kg per person per day), without increasing manpower or machines!
- Implemented stringent QA processes. Became the only processed food suppliers to Bharti-Walmart who have scored 91% for the safest food suppliers, by a third party Quality Audit for Bharti-Walmart.

As a Result, the company achieved 81% growth in Sales Turnover in 2012-13 & 73% in 2013-14.

Nirmal Gogri & Vishaal Vira presenting Baker Street's Case Study

"IN MAHABHARAT ARJUN HAD LORD KRISHNA TO GUIDE AND MENTOR HIM; HERE AT SARJENA FOODS WE HAVE MR. AMBRISH CHHEDA OF MASTERCLASS™."

"Every enterprise always needs a good Mentor to take it to the next level. We all know our business best, but by getting into daily routine we forget to see out of box and fail to take it to the next level of success."


MasterClass™ is indeed NEXT LEVEL OF SUCCESS SIMPLIFIED! MasterClass™ has made our work and progress path so simple that we need not search what we have to do next. It has become a part of our heart & soul. Thanks a Lot MasterClass™."



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

Landmark HR Consulting

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



“Landmark HR Consulting, has added 56 New Clients in just 10 months despite currently gloomy corporate recruitment scenario, & has achieved 181% growth in Sales Turnover in FY 2013-14 (Apr to Jan) over corresponding period last year”

~ Mr. Chetan Shah (Director)

Mr. Chetan Shah founded Landmark HR Consulting, about 9 years ago and focused on HR Recruitments only. It has branches in 3 cities with many blue chip clients like Mercedes Benz, Reliance Industries Ltd., Tata Housing Ltd., ACC, Ultratech Cement, Mahindra Group, RPG Group, UB Group amongst others. He narrated the story of their phenomenal growth in short time!

KEY ISSUES:

- Before 2008, the business was great. Since 2008, we have seen a roller coaster ride in the corporate placement industry.
- The Economic slowdown makes the corporate companies freeze or slow down new recruitments. Instead, there are many job layoffs.
- The business graph was going down & team was demoralized & the environment at all the three branches was gloomy.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- In February 2013, MasterClass™, helped us develop a very simple & clear 4-Page Strategic Execution Plan including Mission, Values, Vision, DNA, SWOT, Target Market Segmentation, Customer Pain Points, Unique Value Proposition, Brand Positioning, 5 Year Long Term Goals, Critical & Key Success Factors, 1 Year Laser Sharp Execution Plan & Execution Review Mechanism.
- First thing MasterClass™ taught us is to; “Stop talking about recession & start talking about business. Recession is mainly in the mind”. This led to a huge mind shift.
- Next, MasterClass™ used the market segmentation techniques to convince us to start focusing on the ‘SME Sector’ which is hugely underserved. This was a EUREKA moment for us!
- Increased the team size by adding 3 employees.
- Our team now believes what MasterClass™ has taught us; “Anything is possible if you have the right strategy”. My present status has changed to “Mr. Happy”, and the mood in all our 3 branches is up beat.

Result: We have added 56 new clients in just 10 months despite currently gloomy corporate recruitment scenario! The Company has achieved 181% growth in Sales Turnover in FY 2013-14 (Apr to Jan) over corresponding period last year.

Chetan Shah presenting Landmark HR Consulting's Case Study

“MASTERCLASS™ HAS CHANGED MY LIFE... WE ARE GRATEFUL FOR TOTALLY TRANSFORMING US AND EXPRESS DEEP GRATITUDE TO MASTERCLASS™.”

“Alas, if the MasterClass™ Methodology is taught in management schools... our nation would be on top!

Move on, Philip Kotler, Peter Drucker & Stephen Covey! We have our own indigenous genius, Mr. Ambrish Chheda!”

If YOU have a burning desire to do something, take your company to the next level and contribute to our country's economy; then don't miss this biggest & best opportunity to be guided by MasterClass™. Grab it with both the hands!”



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

Lesha Impex Pvt. Ltd. & PRD Cottons Group

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Lesha Impex Pvt. Ltd. has achieved 57 % increase in Cotton Trading & PRD Cottons witnessed 54 % growth in cotton brokerage business during 12 month period of Jan to Dec 2013, compared to same period last year!"

~ Cotton Guru, Mr. Manish Daga (Managing Director)

Mr. Manish Daga is the fourth generation cotton broker & trader managing PRD Cottons Group founded in 1903 & having uninterrupted business ever since 110 years!

KEY ISSUES:

- Extraordinary market and FOREX fluctuations in 2011-12.
- Erratic and unreasonable Govt. policies, specially in 2010-11 and 2011-12 for cotton export.
- High risk and minimal margins.
- Maintained a separate identity of all companies.
- Lost focus on broking and testing services and all the financial burden fell on the trading firm. RESULTING IN FINANCIAL LOSS IN 2012. LACK OF CONFIDENCE AND DIRECTION.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very simple & clear Strategic Execution Plan.
- MasterClass™ gave us a "Global Vision" for our business and its global prospects.
- Brought all the companies under 1 umbrella of parent company, as separate profit centers.
- Helped us focus on our basic strengths; "Technical Knowledge" and "Business Ethics". We became the first and only company to be registered as Chartered Cotton Valuers in India.
- Positioned us as "Cotton Guru" & got us to register this brand & helped create the brand identity & branding strategy. Helped Redesign Logo, Website, Brochure, Stationary, Packaging, Labels etc. , in a very short time at very nominal cost.
- "Cotton Guru Fortnightly Newsletters" are appreciated by many global experts and clients. Articles written by us are now published in International & National Cotton Magazines. We get invited to speak at Cotton Conferences.
- MasterClass™ mentors us as 'Strategic Execution Consultant' & every 15 days they review progress with our core team, Focus on each Goal & against the execution plan developed.

As a result Lesha Impex Pvt. Ltd. achieved 57 % increase in cotton trading & PRD Cottons witnessed 54 % growth in cotton brokerage business during 12 month period of Jan to Dec 2013, compared to same period last year".

Received "Best Agri business of 2012 Award" from Small India Congress. Also received "Best Social Entrepreneur of 2012 Award" from India SME.

Cotton Guru Manish Daga presenting Lesha Impex Pvt. Ltd's. Case Study

"MASTERCLASS™ KA JADOO (MAGIC): IT CHANGED MY MIND SET AND... MY LIFE. INSTRUMENTAL IN BRINGING OUT MY GOAL FROM THE BOTTOM OF MY HEART. "

"Getting MasterClass™ as our Strategic Execution Consultants has turned out to be a boon for me and my company. It has given me a clear vision and laser sharp focus & action plan for the next 10 years. Mr. Amrish Chheda is the most energetic and excellent task master!"



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

Aakruti Tensile Structures & Facades Pvt. Ltd.

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Aakruti Tensile Structures & Facades Pvt. Ltd. has achieved 120% growth in Sales Turnover in 2012-13 and growth of 50% in 2013-14!"

~ Mr. Anil Furia (Director)

Aakruti Tensile Structures & Facades Pvt. Ltd. is engaged in the designing, manufacturing and installation of tensile membrane structures and complex glass facades. Established by a team of seasoned architectural and structural experts, they have quickly become the roofing contractors of choice for tensile and membrane structures in India.

KEY ISSUES:

- 1994 to 2006 Aakruti Glass did a lot of innovation & developed number of product lines but could not really scale up the business.
- Improper organization structure.
- Had no distribution network.
- Started Tensile Structures business.
- Had lots of mind blocks.
- Many people left to start on their own or join competition.
- Therefore had become a secretive closed minded organization.
- Had a very fancy mission statement that did not provide any direction to the company.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very simple 4-Page Strategic Execution Plan including a very inspirational Mission statement, Values, Vision, DNA, SWOT, Target Market Segmentation, Customer Pain Points, Unique Value Proposition, Brand Positioning, 5 Year Long Term Goals, Critical & Key Success Factors, 1 Year Laser Sharp Execution Plan & Execution Review Mechanism.
- MasterClass™ gave us a "Thought Leadership" concept and asked us to position ourselves as a 'Thought Leader' in the industry, because of our technical knowledge. This resulted in us opening up & sharing lot of technical information, our technology & knowledge with the customers, architects and the Industry. Started delivering lectures at industry seminars, started publishing case studies in various architectural magazines, participated in exhibitions, started training architect's teams.
- Because of the new positioning as a 'Thought Leader', our inquiries to conversion ratio improved dramatically.
- We are setting up a separate vertical 'Designing, Consulting & Training Center' which will offer services to even our current competitors! We are constantly increasing our team size now.

As a result, we achieved 120% growth in Sales Turnover in 2012-13 compared to previous year. In the current year 2013-14 also our growth has been over 50% till Jan-2014 despite the fact that the billing of a few large projects under progress is expected to be around March or April 2014. For next 5 years, we see tremendous growth in our industry.

Anil Furia presenting Aakruti Tensile Structures & Facades Pvt. Ltd's. Case Study

"WHEN THE STUDENT IS READY, THE TEACHER APPEARS! "

"Anybody with a good business model but not growing fast enough, not knowing how to scale up, must engage with MasterClass™."

They under-promise & over-deliver!"



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

M/s. Dedhia Brothers: Richie Rich Shringar

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Dedhia Brothers redefined 'Richie Rich' brand identity, brand positioning and also launched 2 new business divisions within 4 months of MasterClass™ and have achieved 60% growth in sales turnover in 2013-14 (Apr to Jan) over same period last year!"

~ Mr. Ramesh Dedhia (Director)

M/s. Dedhia Brothers, owners of 'Richie Rich' brand, started from a small house in 1993 and over last 20 years, have become the largest manufacturers of Sticker Kum-Kum & undisputed leaders in Designer Bindis that are available across India.

KEY ISSUES:

- Too many brands; Richie Rich, Richies, Real Choice, Arabh & ABR. This was creating a lot of confusion in the retail trade as well as consumers.
- Use of Bindis is decreasing as the modern Indian woman wears it only on ethnic occasions. Had no idea how we can counter the challenge of survival & future growth.
- There were lot of mind blocks which were hindering our growth.
- Very unorganized industry, mainly dependent on manual labour & huge space requirements. Did not know how to scale up rapidly.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very simple 4-Page Strategic Execution Plan. Engaged MasterClass™ as our 'Strategic Execution Consultants' to conduct Execution Review Meetings every 15 days with our core team.
- Redefined the brand identity of Richie Rich brand. Discontinued 4 other brands. Created product variants instead; Richie Rich Premium, Richie Rich Delux & Richie Rich Plain.
- Developed brand positioning: *"Richie Rich Shringar - Aap Ki Sundartaa Mein Laaye Nikhaar!"*
- Revamped total Packaging— Inner & Outer. It now has a world class look & feel.
- Launched 2 new Business Divisions: Keva Art Jewelry & iRICH Hair Accessories, both as subbrands, under the flagship brand of Richie Rich Shringar. These products are sold through the same distribution network.
- Started developing a deeper distribution network to cover all districts of India with 3 product categories we have now.
- Started outsourcing manufacturing to 'Exclusive Manufacturing Associates' as an answer to issues related to huge manpower & infrastructure requirement.

Result: All this has been done within 4 months of partnering MasterClass™, and we have achieved 60% growth in 2013-14 (April to Jan) over the same period last year. We plan to maintain that growth rate for couple of years!

Ramesh Dedhia presenting Richie Rich Brand's Case Study

"MASTERCLASS™ HAS NOT ONLY REMOVED OUR MIND BLOCKS AND ENABLED US TO THINK BIG, BUT ALSO OPENED UP NEW DOORS, BY SHOWING US HOW WE CAN GROW FASTER".

"We had absolutely no mission & vision and did not know how to scale up our business after reaching the top in our bindi manufacturing industry.


Even a business man with little education can understand the process taught by MasterClass™. And convert dreams in to reality through implementation plan. This is a MUST DO program for those who really want to go to the next level".



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

MasterClass™ Case Study # 8: Genius Academy

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



"Genius Academy modified its business concept, added 16 teachers and has achieved stupendous 400% growth in Sales Turnover in 2013-14 compared to last year!"

~ Mrs. Manju Pasad (Director)

Ms. Manju Pasad, a home maker, and a math teacher for 25 years started Genius Maths Academy for students of 8th to 12th standard in 2011-12, teaching only mathematics. She had 2 teachers & about 75 students. Her husband Dr. Chandresh Pasad recommended MasterClass™ to her. She says it was sheer luck that she came across MasterClass™ in the very first year of starting business and doing this course was her life's best decision.

KEY ISSUES:

- Being a lady, to enter male dominated coaching classes industry.
- To enter business at an age when people think of retirement! Though the family has been very supportive.
- Being only a math academy, limited the scope & put us on third priority of parents. First being the school, second an all subjects coaching class; and only if the desire is too strong will any parent consider the third option of a specialized math coaching.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very inspirational mission & purpose. We also developed simple 4Page Strategic Execution Plan.
- Changed the business concept from 'Genius Maths Academy' to 'Genius Academy', to include English Grammar, Science & Commerce all Subjects, for School & College students.
- Created differentiation; Conceptual learning process v/s mugging / memorizing learning process.
- Redefined the brand identity of Genius Academy brand.
- Developed Brand Positioning: "Strong Foundation for a Bright Future".
- Developed a well planned systematic Test Series.
- Recruited a top class team of 16 highly qualified teachers amongst whom are doctors, engineers, chartered accountants, post graduates & Ph.D.'s.
- Conducting seminars for parents, counseling lectures for students & teachers.

Result: With these actions initiated we have achieved stupendous growth of 400% in 2013-14 over last year. Next year we shall also launch coaching for Competitive Exams.

Mrs. Manju Pasad presenting Genius Academy's Case Study

"MASTERCLASS™ HAS GIVEN A NEW DIRECTION TO MY VISION. IT HAS ALSO INCREASED OUR SELF CONFIDENCE, AND GIFTED US THE MASTERKEY TO SUCCESS"!

"Salutes with both my hands to MasterClass™ because it takes personal interest in the growth of even the smallest business & shows them how they can scale up the ladder of success using simple yet low cost methods. MasterClass™ has truly opened new doors for our business.

Coming to MasterClass™ is my life's best decision".



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

Total Sporting & Fitness Solutions Pvt. Ltd.

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



“Total Sporting & Fitness Solutions Pvt. Ltd. have launched their 6th store at Borivali, with breathtaking store design & layout of 4,200 sq ft carpet area under guidance of MasterClass™ !”

~ Mr. Niteen Shah & Mr. Jiten Chheda (Directors)

Mr. Niteen Shah & Mr. Jiten Chheda founded Total Sporting & Fitness Solutions Pvt. Ltd. 10 years ago out of sheer passion for sports & fitness in 2003. The company has 5 stores; 4 in Mumbai & 1 in Pune. Having tasted success, they decided to scale up their chain with a vision to be one of the largest chains in India for Sports goods & Fitness equipment.

KEY ISSUES:

- We had no strategy or business plan in place, no clear direction.
- Scaling up beyond 5 stores was challenging, as we were not aware of modern retail management techniques.
- How to scale up without using up too much of cash, and become a national brand.
- Using old computer software, which didn't have many features required for modern retailing & analysis.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very inspirational mission & purpose. We also developed simple 4-Page Strategic Execution Plan with Mission, Values, Vision, Long Term Goals, 1 Year Objectives & Execution plan.
- Engaged MasterClass™ for *Strategic Execution Consulting*. They introduced us to modern retail concepts including category management & merchandising management.
- Redefined the brand identity & made it very modern, lively, sporty & passionate looking.
- Developed Brand Positioning: “Creating Sports & Fitness Culture”.
- Created Standard Operating Processes (SOPs).
- Organization building; started recruiting professional staff. Initiated implementation of best HR practices.
- Started Institutional Division to set up turnkey projects of clubs & gyms.
- Planned & improved our gross margin. Launched our own brand (private label) of fitness equipment.
- Launched 6th store at Borivali, our first franchisee store, with breathtaking store design & layout of 4,200 sq. ft. carpet area under guidance of MasterClass™. This is India's finest & best Sports & Fitness Store with very international look & feel, redefining customer experience.

Our Vision- 2020 is to be a ₹100 crore chain that remains profitable; and we are absolutely certain that we will get there with the help of MasterClass™.

Niteen Shah & Jiten Chheda presenting Total Sports & Fitness's Case Study

“MR. AMBRISH CHHEDA IS ONE OF THE MOST KNOWLEDGEABLE PERSON WE KNOW. HE IS LIKE A GOLD MINE; HOW MUCH OF GOLD YOU CAN DIG OUT OF HIM IS UP TO YOU! HE IS A MASTER OF STRATEGY”.

“MasterClass™ has given us absolute clarity, laser sharp focus, a burning desire and a simplified methodology to take our business to the Real Next Level. Mr. Ambrish Chheda is a master trainer with tremendous knowledge of various businesses and years of experience the field of business management”.



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

AIOCD PharmaSoftTech AWACS Pvt. Ltd.

NEXT LEVEL OF SUCCESS. SIMPLIFIED™



“With the help of MasterClass™ we have created a realistic plan to take our company from ₹ 8 crore to ₹ 175 crore by 2020 !”

~ Mr. Ranjit Sen (Vice President)

AIOCD PharmaSoftTech AWACS Pvt. Ltd. is a pharmaceutical market research company formed by All Indian Origin Chemists & Distributors Ltd. (AIOCD Ltd) in a joint venture with Trikaal Medi-infotech Pvt. Ltd. We are building Pharma Data Exchange Platform for Pharma Companies, Pharma Distribution & Retail. With 7 different product offerings and several in the offing, our aim is to cut time and improve accuracy.

KEY ISSUES:

- Highly qualified A-Level team with management graduates from top MBA schools & vast experience of Pharma industry, with lot of baggage of past knowledge.
- Demonstrating value & scaling up amongst half a million retail chemists, thousands of distributors & hundreds of top Pharma companies.
- Extremely tech focused; mission & vision were not very well articulated.
- Absolutely unique business model, the like of which does not exist anywhere in the world.

MASTERCLASS™ SOLUTIONS THEY FOCUSED ON:

- MasterClass™ helped us develop a very inspirational mission & purpose. We also developed simple 4-Page Strategic Execution Plan with Mission, Values, Vision, DNA, SWOT, Target Market Segments, Customer Pain Points, Customer Value Proposition, Long Term Goals, Key Success Factors, 1 Year Laser Sharp Focus Objectives & Execution Plan with KPI targets & timelines.
- Have engaged MasterClass™ for Strategic Execution Consulting, to help us get to our vision.
- Developed new brand positioning: “Actionable Data-Profitable Decisions”.
- Created action plan for getting hundreds of thousands of retail chemists & thousands of stockists/distributors on to our Pharma Data Platform & carry out daily transactions.

Our vision 2020 is: To be a ₹ 175 crore company. 90% of sales transactions between Pharma companies, Stockiests & Retailers are digitized through our electronic data exchange platform. This helps fill data gaps, develop solutions across core functions, and provide market intelligence for profitable decisions. We do this so that we can create tangible value by impacting industry growth & profitability.

With accomplishment of this vision, we shall have created a new industry in India.

Mr. Ranjit Sen presenting AIOCD AWACS's Case Study

“MR. AMBRISH CHHEDA'S 25 YEARS EXPERIENCE WAS DRIVING OUR PLAN TO NEW DIMENSIONS”.

“MasterClass™ will put your convictions to test. Every concept, every idea was questioned, discussed, debated. Perspectives, through his experience, were a take-home worth its weight in gold.

MasterClass™ will provide clarity & help you create very simple execution plan”

I have studied brand management from IIM, and have attended many international workshops. What you discover at MasterClass™ is way beyond what an international class can give. And that's THE MASTERCLASS EDGE!



To view this Case Study follow this link : <http://www.youtube.com/user/MasterClassLLP>

About MasterClass™ Training & Consulting LLP

MasterClass™ is a **Strategic Execution Consulting firm** that has helped **more than 1,000 companies** and individuals from Mumbai, Chennai and Hyderabad, in developing their Strategy, Planning and Execution Process to help grow these companies to the **Next Level of Success in a Simplified manner**. When these companies go to the Next Level, it contributes to Nation Building.

In Sept 2012, MasterClass™ was invited by a **German BioScience based Pharmaceutical company, BSV BIOSCIENCE GmbH**, to help their core team develop its Strategic plan and Execution plan at Germany. They then shared a very inspirational testimonial. **Within 7 months, the CEO was able to turn around its financial performance from losses in the past few years to profitability.**

Our clients range from various sectors and industries; from manufacturing, services, retailing, consumer goods, IT hardware & software, eCommerce, pharmaceutical, chemicals, plastics, textile, garments, fashion & lifestyle, real estate, jewellery, sports & fitness, hospitality, stainless steel kitchenware, electric switches & accessories, financial services and education.

For learning '**How You Can Take Your Company To The Next Level**', and to read **Hundreds of Transformational Experiences Shared By Clients**, take a few moments to visit us at www.themasterclass.in

**STRATEGIC
EXECUTION
CONSULTING**



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MasterClass™ Training & Consulting LLP

Mumbai | Chennai | Hyderabad

T : (+91-22) 2679 0000

E : simplified@themasterclass.in

W : www.themasterclass.in

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