



Activity Based Management Consulting Services
Committed to improvement in client performance



MVL Consulting Private Limited
Committed to improvement of Client's excellence !



Real Customer Profitability Analysis - Isn't It About Time You Do It?

It's an unwritten rule respected by many in the business world that you generally treat your best customers the best. The problem is, do you really know who your best customers are, or do you think you know?

The majority of business people have the false perception that the best customer is the one that accounts for the largest portion of your income every year. This is not always the case for the simple reason that the same customer may be responsible for the biggest part of your expenses also.

There is a solution to the problem and it is as simple as Activity Based Management.

Activity Based Management, or simply ABM as it is known in the business world, if correctly applied and utilised can rank your customers in terms of profitability.

Making the right decisions with the right information

In today's high-stakes business environment and uncertain economy, executives are continually searching for ways to improve their organization's financial performance. Trouble is, finding accurate answers to basic questions regarding profits and costs can prove to be difficult, if not impossible.

The reason? Most organizations still rely on traditional accounting systems to answer such questions as: Who are our most and least profitable customers? What are our most profitable products or services? Are we offering the right product mix to the right customers? Are our resources allocated effectively? And so on.

Because traditional accounting systems were designed primarily to fulfill external reporting requirements, these systems are incapable of delivering the intelligence you need about the business processes, cost flows and cost drivers that have a profound effect on your organization's bottom-line performance.

As a result, using these systems to answer questions like those above will yield answers that are inaccurate and misleading. And as you know, the decisions you make are only as good as the information you use to make them.

What you need is a system that gives you the level of detail necessary to make accurate, insightful decisions that will improve your organization's financial performance...one that provides accurate financial information in a form that mirrors the day-to-day activities of people and equipment. What you need is Activity-Based Management.

Experience the power of Activity Based Management

Activity-Based Management enables you to make savvy business decisions based on real intelligence – not guesswork – about cost and profit drivers.

Do you know the true contributors to – and detractors from – your organization's financial performance?

Our experienced consultants can help you quickly transform your operational data into meaningful financial information, delivering tangible results. Equipped with useful and actionable cost intelligence, you can improve performance, gain greater profits and achieve a clear competitive edge.

With our ABM consulting, you experience the power to:

- Drive strategic and operational decision making by identifying key cost contributors and how they affect the bottom line.
- Recognize and act on opportunities for improvement by analyzing underlying process costs.
- Assess the impact of potential cost, profit and resource requirement scenarios by testing the viability of performance improvement initiatives before they are implemented.

By combining your capabilities with our consulting expertise you gain a powerful business solution to improve your financial performance.

Leveraging our expertise –

We can rapidly deliver a variety of proven services, tailored to your specific needs:

- Assess your business needs and make recommendations to achieve your objectives.
- Customize activity-based costing models to demonstrate how production dynamics affect your cost.

Our expertise and services accelerate your ability to analyze cost performance and profitability, gaining valuable insights about the business drivers that affect cost. Whether you are just beginning to explore activity-based management techniques or want to expand the benefits across your organization, our consultants are dedicated to your long-term success.

Contact us on +91-2025466154 or info@mvco.com for more information

True Financial Intelligence

Our Activity-Based Management Consulting delivers unmatched financial intelligence that gives you the power to maximize profits, contain costs, improve operational efficiencies, and accurately predict future costs and resource requirements. Armed with this intelligence, you can make informed, fact-based decisions that will lead to improved performance, greater profitability and a solid competitive edge

With our Activity-Based Management consulting, you can:

- Identify your most and least profitable customers, products and channels.
- Determine the true contributors to - and detractors from – financial performance.
- Accurately predict costs, profits and resource requirements associated with changes in production volumes, organizational structure and resource costs.
- Easily identify the root causes of costs.
- Track costs of activities and work processes as they move through the organization.
- Provide shared-service organizations like your IT department with a clear understanding of costs so budgets and resource allocations can be more accurately determined.
- Equip managers with cost intelligence to drive improvement.

Improving Performance Maximising Profitability Drive Operational and Strategic Decision-making

Activity-Based Management enables you to identify, analyze and manage the key cost drivers of customer, product, service or business process, so you can see how they impact the bottom line. Make confident decisions about pricing, product, customer mix, resource allocation and budgeting decisions. Determine your most and least profitable customers, products, and channels. In addition, you can maximize profitability by making informed decisions on how to deploy your organizational resources.

Steer your business toward profitable business segments while making strategic decisions about unprofitable segments.

Your shared service organizations will get an accurate picture of their relationships so they can both understand and justify resources consumed by internal customers. By knowing the impacts of costs from different business segments, your organization can quickly adjust strategic direction, align divisional goals accordingly and drive profitability improvements.

Identify and act on opportunities for improvement

Our Activity-Based Management Consulting delivers cost intelligence at an operational level, enabling your managers to drill into any product, customer or service area to see the costs of underlying business processes. By uncovering these costs, your operational managers are equipped to explore cost reduction opportunities that deliver a sustainable, significant competitive advantage.

Our Activity-Based Management also allows you to follow the chain of events that generate costs incurred for people, materials, equipment and facilities.

By understanding the cause-and-effect relationships that link resources and processes to outputs, your organization can improve the agility of its business processes, detect potential problems, and identify opportunities for improvement.

Who can benefit from ABM:

The industries where ABM can be effectively put to use are:

- Banking and Financial Institutions
- Insurance Companies
- Telecom Companies
- Service Companies

Manufacturing companies such as:

- Automobile and Automobile Components
- Bulk Drugs and Pharmaceuticals
- Capital Goods Manufacturers
- Chemicals, fertilizers and Petrochemicals
- Construction Engineering Companies
- Consumer Goods (Television/Audio Systems etc.)
- Diesel Engines and Genset Manufacturers
- Edible oils
- Engineering including Heavy Engineering
- Fast Moving Consumer Goods
- Machine Tools and Component Manufacturers
- Paper and Pulp industry
- Steel (Hot and Cold Steel Rolling Mills) and Alloys
- Textiles and Ready Made Garments

While the list is not exhaustive, ABM can be implemented in almost all the types of industries.

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