



Strategis Partners - Synecon

Strategic Advisers to Agribusiness
Real options for tomorrow's growth



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Introducing the Agribusiness advisory services of Strategis Partners and Synecon

Agribusiness faces a raft of complex and dynamic challenges today. Markets, technology and regulation are shifting. To succeed, agri-food companies must execute in the present and adapt to a changing future. Let us help you:

Prepare for a Volatile World

How can you make your enterprise and your supply chain more efficient, flexible, and sustainable? Are you ready to address strategic challenges in key markets and geographies?

Respond to Customer Trends

For citizen-consumers, food quality and safety is more critical than ever. What do changing customer preferences mean for your company? How should you respond to citizens' increased focus on nutrition, food safety, and sustainability?

Expand to New Markets

There are some fundamental forces shaping agriculture. Global demand is growing and becoming more diversified. Global production is expanding. How can your company create new options for tomorrow's growth in new markets and regions? How should you adapt your strategies, organisation, products, branding, and partnering approach for local markets?

Our Team

Strategis Partners—Synecon is a team of advisers working with clients in Australia and Asia to solve their toughest and most urgent problems – delivering higher returns through better investment decisions, faster business growth, and superior customer value propositions.

Our clients are in agriculture, commodity processing and supply chain management, food and beverage manufacturing, retailing and distribution.

We serve commodity producers including fruit, cotton, grains and pulses, livestock, sugar, wheat and wool.





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Case Studies

New Horizons for Grain Growers Association

The deregulation of Australia's export wheat market in 2008 created new opportunities and numerous challenges. With our help Grain Growers Association identified the strategic priorities to add value to the grain-foods sector and undertake a transformational change program for the company.

This included:

Development of an industry services platform

Acquisition of three niche industry businesses providing services in grain food research, information technology, publishing and communications

Development of a strategic evaluation and investment framework for more effective deployment of capital across the group

Strategic Steps for SPC-Ardmona

It is a period of strategic change in Australia's food manufacturing industry - renewed pressure on prices, reducing product life cycles and new consumer preferences. Across the processed foods value chain there are many challenges but also new opportunities.

Our team of advisers worked side-by-side the management team to determine the path forward for SPC-Ardmona through:

Product innovation

Better tools to support sales and production decisions

Improved manufacturing processes

Advanced crop supply planning

Strategic growth off-shore.

Growing CCA Indonesia's Supply Chain

In Indonesia, Coca Cola Amatil had a capacity challenge: How to meet increasing sales volumes in the fast growing Indonesian market?

With a network of over a dozen production and distribution facilities serving over 100 million consumers across the Indonesian archipelago, an integrated value chain view was needed.

How to optimise production and distribution capital and operating costs? CCA's management used our mathematical supply chain optimization model to analyse the many network investment options available. Management was able to lift company value and meet the growth in the market - by finding the best supply options, plant locations, production and distribution patterns. The result was a saving of tens of millions of dollars, and a roadmap for the future growth of CCA Indonesia's supply chain.





Helping agri-food companies chart their best course



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Selected Client Engagements

- Scenario planning for international markets, new products, and agribusiness investment
- Capital expenditure planning for \$1 Billion retail distribution network
- Commodity supply chain review to identify the capacity constraints and opportunities for increasing throughput
- Contracting strategies for commodity supply
- Cotton processing and harvest planning study
- Food and beverage supply chain and distribution strategy in Australia, Japan and S.E. Asia
- Food services diversification strategy
- Fruit processing business review
- Juice facilities planning for the manufacture and distribution of fruit juice products throughout Australia
- Real option valuation of technology investments
- Retail promotional pricing strategy for dry goods to maximise returns in a competitive environment
- Risk assessment of major capital projects
- Strategic planning of a new \$100 million logistics network
- Sugar cane harvest and transportation optimisation – growers and millers
- Timber products supply chain strategy to optimise raw material usage, manufacturing, and product distribution markets
- Value Chain strategy for agricultural, consumer and industrial products.
- Wine company strategic review – market, operations and financial performance
- Wool facilities planning study to develop a distribution strategy for Eastern Australia.

Who are our clients?

Producers, processors, and distributors of agricultural products

Marketers of fresh and packaged foods, convenience meals, and snacks

Major grocery chains, specialty food retailers, and food-service providers

Manufacturers and distributors of food, beverages, and agricultural supplies

Financial services firms that directly serve the agribusiness and food manufacturing industries

Not-for-profits, governmental agencies and educational institutions that further agribusiness for the public good

Technology companies shaping the future of food, manufacturing and energy sectors.





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Let us help you on the challenges ahead

Successfully managing strategic change and achieving breakthrough performance is rarely realised alone. Let us provide you with the specialist skills needed to deal with the challenges ahead – ensuring better decisions, greater resilience and a thriving future.

Strategic Scenario Planning

How Agribusiness companies respond to the big uncertain issues of our time – volatile commodity prices, shifts in global demand, food supply expansion, new technologies, climate change – can benefit from scenario thinking.

In this next era, investments will succeed or fail depending on how well they are designed to cope with uncertainty.

Our scenario planning methods enables companies to design a portfolio of strategic initiatives to succeed in a volatile world.

Decision and Risk Analysis of M&A and Capital Investments

Planning investments in agri-value chains?

A bigger menu of uncertainties in today's dynamic world provides innovative companies with opportunities to create new kinds of value – real option value.

Real Option Valuation is the method for dealing with risk and uncertainty in capital investment decisions.

Driving performance and value

Strategy and Program reviews can be an effective catalyst for meaningful change.

With our management science methods, your Return on Assets will improve – along with your ability to adapt to an ever-changing marketplace.



Benefits for your Company

Developing your Company's ability to succeed in a changing industry environment

Delivering on both shareholder value and sustainability objectives

Improving strategic planning and decision making processes

Driving implementation to deliver breakthrough results

Building organisational innovation and resilience.



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The Strategis Partners - Synecon Team

Strategic in its outlook

Our 'Strategy 2.0' model involves a change in the way our clients think about strategic decisions: from 'strategic positioning' to developing 'dynamic capabilities' which capture new opportunities; from emphasising 'prediction and control' to favouring actions that are informative; and from making 'big bets' on the future to creating 'real options' which open up new choices in an uncertain world.

Results-focussed

We strive to deliver distinctive and lasting client impact. This requires energy, determination, and judgment, particularly when working with multiple stakeholders under tight deadlines.

Imaginative in its problem solving

We help leaders and their executives solve their toughest and most urgent problems using strategic logic and imagination for designing better futures.

Jay Horton

Jay is the Managing Director of Strategis Partners, an Asia-Pacific consultancy recognised for its capability in complex future-focussed initiatives. During his 25 year management consulting career he has advised companies in cotton, food and beverage manufacturing, fruit, pulp and paper, retail, sugar, timber products, wine and wool industries. Jay is a former Partner of PricewaterhouseCoopers, with McKinsey & Company, and Managing Director of management consultancy ORG Pty Limited.

His qualifications include Master of Economics (Australian National University), Bachelor of Systems Engineering (James Cook University), and Fellow of the Australian Institute of Company Directors.



Peter Flottmann

Peter is a Director of Synecon and has held a range of diverse roles across the Australian agricultural supply chain over 25 years including Chief Executive Officer of Grain Growers Association Ltd, Group Manager Agribusiness for Goodman Fielder Ltd and commodity trading roles at AWB Ltd. He has also served as a non-executive director on the boards of BRI Australia and Agrecon. Peter mixes his strong operational and commercial management experience with highly developed skills in strategic planning and change management. Peter has worked with clients in agri-business, grains and food industries.

Peter is a member of the Australian Institute of Company Directors and a graduate of Monash Mt Eliza Business School and a Fellow of the Australian Rural Leadership Foundation.





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