

Plan de Retournement

De la performance dégradée à la sortie de procédure collective
Plan 100 jours · EBITDA bridge · Gouvernance CRO et war room

C A R T E D ' I D E N T I T É

PUBLIC CIBLE	CEO et actionnaires PME-ETI · COMEX · board · sponsor PE · pool bancaire · repreneur post-procédure
MÉTHODOLOGIE	AlixPartners 100-day plan · Independent Business Review · EBITDA bridge · drumbeat hebdomadaire · 5 value capture levers
COUVERTURE	5 niveaux de tension (T1-T5) · 9 modules · 4 horizons (J0-J30 · J0-J100 · M3-M6 · M6-M18)
LIVRABLES	Note de diagnostic · Plan 100 jours · EBITDA bridge · Value tracker · Kit gouvernance · Plans de communication
NIVEAU	Partner senior cabinet turnaround (AlixPartners · McKinsey RTS · Roland Berger · Bain · EY-Parthenon · Eight Advisory)

S O M M A I R E

Architecture modulaire — partner senior cabinet de turnaround mondial

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RÔLE

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to determine what consumers want and need. Once a need is identified, the next step is to develop a concept for a product that meets that need. This is followed by creating a prototype and testing it with a small group of consumers. If the prototype is well-received, the next step is to develop a business plan and secure funding. Finally, the product is launched into the market and its performance is monitored.