

Case Study – Boomerang Agency

Boomerang is a new breed creative agency that's playful at heart and social by nature. Boomerang specializes in connecting brands and people on social media with a twist. Based on our project experience, we share a case study on how to improve operating efficiency

Upstream Capital – *your dedicated partner to realize your full potential, driven by data analytics*

- 4 we accelerate growth and optimize operational expenses with continuous improvement
- 4 we believe in hands-on value creation and create strategic options throughout the business life cycle
- 4 we align business strategy with operations. We drive customer satisfaction and productivity; helping supply products and solutions of outstanding quality, cost efficiently with shorter delivery times

How we differentiate ourselves

- 4 unbiased and objective advice to the benefit of our clients
- 4 hands-on strategic and operational value added approach. We work on-site with our clients in order to accelerate sustainable growth and value creation together
- 4 unique combination of skills business development, business transformation, corporate finance, capital raising, data science, lean six sigma and performance improvement

Our Services

Business Planning

- 4 A company wants to design a business growth plan, with strategic roadmap how to accelerate sales with an efficient and effective expense base

Business Transformation

- 4 A company wants to maximize value and eliminate waste. Based on data analytics, a company aims to optimize the flow of people, equipment and cash

Corporate Finance

- 4 Raising Capital - a company is seeking either growth capital or acquisition financing
- 4 Recapitalization - a company may seek to recapitalize its ownership structure to attract external investors or take out existing shareholders
- 4 Restructuring – a company wants or needs to (re)negotiate to improve or reset its financing terms and conditions
- 4 M&A and Valuation - Shareholders (incl. PE portfolio companies) are considering to sell the company

Case Study

Based on our project experience, we share a case study on how to improve operating efficiency :




- Why this project? Our goal is to improve customer satisfaction and employee satisfaction
- How can we realize this? We selected project team members wisely and teamed up together as change comes from within the organisation
- What is our purpose? Our common goal is to improve operating efficiency; (a) maximize value and (b) eliminate waste

Project Highlights

- 1) Alignment of strategy with data and operation
- 2) Successful awareness workshops on lean methodology and elimination of waste
- 3) Implementation of an hourly registration system to track and trace usage of resources and working activities
- 4) Successfully improved the usage of capacity, productivity and profitability
- 5) We realized substantial EBIT benefit

Contact us

In case you require support, please contact us

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