



A boutique strategic consultancy firm

We develop **creative and realistic strategies** to improve your market drive. If you are in need of a **straightforward, pragmatic** look at your business challenges, you have come to the right place.

What we do is develop a different, out-of-the-box approach for our client's business challenges. **Increasing bottom-line benefits** (EBIT) is typically our starting and ending point. We've got an **end-to-end and top-to-bottom approach** to align your organisation. We always commit to help **deliver or implement** our proposed solutions.

Making business decisions becomes more and more challenging in the current entrepreneurial context. Achieving short term returns often conflicts with the long-term strategic development of the organisation. And that is a complicating factor. Operational problems may further divert the attention from the pursuit of a strategic vision.

- Juul Ivens, founder of MCL

Our industries & selection of our customers



Construction
 Houben / Airdeck
 Engie Fabricom
 Engie Axima
 Deceuninck
 Hoebeek
 SCA
 Van Hoorebeke
 Wienerberger

Metal & machine building
 Bekaert
 Corus
 Daikin
 Atlas Copco
 GEA Courtoy

(Petro)chemicals
 Borealis
 Chevron Phillips
 Chiyoda
 Umicore
 ANL

Medical and pharmaceutical industry
 MSH
 Qualiphar

Food
 Aveve
 Westolees
 Ardo
 Crop's
 Palm Breweries
 Brouwerij Martens

Textile & furniture industry
 Concordia Textiles
 Recor

Engineering
 Engie Lab
 Tractebel
 Stabo / AR-TE
 Corys

Services
 VKW-Limburg
 SD Worx
 Unizo

Our expertises

Developing strategy & creating value

- Company audit from a strategy perspective
- Discovering opportunities
- Developing vision, mission, strategy
- Market research: surveying stakeholders & estimating market potential
- Diversification or internationalisation
- Cost-to-serve analysis and optimisation
- Finding and Eliminating margin leaks

Accelerating growth

- Defining focus & positioning
- Elaborating customer-centric strategy on M&S
- Finding and using growth levers

Aligning the organisation

- From product driven organisation to market driven organisation
- Aligning the organisation for a growth strategy
- Post M&A integration
- Introducing competence and positional excellence
- Developing the organisational structure
- Understanding and transforming culture

Partner search & development

- Partner screening
- Discovering synergies
- Facilitate the partnership win-win discussions
- Choosing the right Collaboration Model

Guidance on implementation

- Business Plan per BU, per segment, per...
- Alignment of all functional domains with the new strategy
- Deploying new internal working models: finance, supply chain, M&S, HR, IT

Change management

- Project & program management
- Team dynamics & effectiveness
- Cultural transformation
- Coaching in organisational maturity growth
- Personal development plans on management level
- Reinventing organisational working

“86% of significant losses in market value is caused by strategic risks”

- HBR July & August 2015

Our main differentiators

Market driven

Focusing on the most valuable customers is essential to create a sustainable competitive advantage

Integral strategy

Our methodology not only allows to define strategy and positioning, but also helps to translate it to tangible value adding changes throughout your organisation. From strategy to operations, from vision development to organisational transformation.

Pragmatism

We always keep implementation in mind

Contact Information

Please contact our senior management directly for more information

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MCL is a boutique strategic consultancy firm with unique skills in strategy, decision-making and enhancing market drive. Combining experience, state of the art quantitative/qualitative skills and comprehensive capabilities across all industries, we collaborate with our clients to guide them through changes in strategy, organisation and processes. Our homepage is <http://www.mcl.eu>

MÖBIUS, our structural partner, is an independent management consultancy group with offices in 4 countries and headquartered near Ghent, Belgium. Our homepage is <http://www.mobius.eu>