CAL MACKENZIE

COMMERCIAL STRATEGY / GROWTH / ENTERPRISE VALUE

02 / COMPETITIVE ADVANTAGE & ENTERPRISE VALUE SPRINT

WHAT WILL MAKE US WIN AND STAY VALUABLE?

A four-week strategy sprint to assess durable competitive advantage, pressure-test the business moat and strengthen long-term enterprise value.

THE COMMERCIAL QUESTIONS

Why do customers choose us?

Examine differentiation, trust, relationships, distribution and the economics behind customer choice.

What makes our advantage durable?

Test switching costs, brand, IP, data, capabilities, scale and threats to the moat.

Which bets will compound value?

Connect strategic strengths to earnings quality, resilience and three-to-five-year priorities.

BUILD AN ADVANTAGE THAT LASTS

For CEOs, founders, boards and investors testing long-term value and resilience.

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A FOUR-WEEK STRATEGIC SPRINT

Human-first thinking. Commercially grounded choices.

01 UNDERSTAND THE ADVANTAGE

Map why customers buy, where profits are earned, what competitors do differently and how markets are changing.

02 PRESSURE-TEST THE MOAT

Assess differentiation, imitation risk, customer loyalty, switching costs, proprietary assets and resilience.

03 CONNECT TO ENTERPRISE VALUE

Explore pricing power, margins, recurring revenue, growth quality, concentration risk and investor appeal.

04 CHOOSE THE LONG-TERM BETS

Prioritise what to build, buy, partner on or stop - with a three-to-five-year direction and a 90-day agenda.

WHAT YOU WALK AWAY WITH

- A competitive-advantage and vulnerability assessment
- Three-to-five-year strategic priorities linked to enterprise value
- A practical 90-day decision and action agenda

ALSO AVAILABLE AS A SIX-MONTH PARTNERSHIP

The same strategic perspective can be delivered as an ongoing advisory relationship to test opportunities, refine propositions and support leadership decisions over time.

LET'S EXPLORE WHAT COMES NEXT.

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