

Lateral thinking on bottled water

Managing directors and entrepreneur owners need lateral thinking to keep on top of developing their business. Under great pressure coping with the day to day, you may need extra resources to take a longer view.

Zenith can support you in more ways than one.

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Zenith International has both experience and discretion. You may know Zenith as a source of market information or for some other specialist activity, but we are also broad based advisers on business development. Because we maintain strict confidentiality, our capabilities in this area are less widely known. We are now the world's leading management consultancy to the bottled water industry, able to help with all aspects of business change including business performance, valuation, sale, partner search, production and financial modelling, feasibility and due diligence. More than 50 clients have benefited so far.

Nothing succeeds in isolation and expertise matters. Effective strategy blends the different components of a business to achieve the best result. Zenith knows in depth about markets, marketing, investment, production, food safety, packaging and distribution as well as the science and engineering of groundwater and regulatory approval. We understand how to plan business development and execute commercial change. With us, every part is judged within the whole.

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Value for money is a mix of cost and benefit. Less expensive than the big management consultancies, the breadth and depth of our experience offers maximum value for money. We are able to give effective advice for small scale problems as well as intermediate and large.

Contact me in confidence

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Client problems we have solved

- Would I be better off selling my UK business and investing on the continent where growth is faster?
- I am negotiating with an international company. How can I establish a valuation benchmark?
- My bank is asking for an assessment of goodwill in the business to establish more collateral for lending.
- I need to invest in more production capacity, but the incremental step is too large. Can I find a partner who can bring wider distribution?
- I have a spring, but what kind of business should I build on it?
- My business is not producing the needed return. What are my options?
- We are going into a major acquisition and need a team member to deal with modelling the investment we could bring to the business as well as the return in lower operating costs and higher margins.
- We want to find a trade buyer for our business and want to look internationally.
- This business has to be closed, but we do not want to divert our own management resources once we have dealt with the personnel issues.
- We need a due diligence of the sources and other environmental aspects of a transaction.
- We need a due diligence of production capability and equipment.
- This site has been mothballed for several years. What is needed to start it running again?
- We want to produce and launch a water to add to our soft drinks portfolio. What options do we have?
- I own a water cooler company. How do I secure the best return when I sell?
- How can we create a business plan to add water coolers to our small pack business?

Truly international

Zenith has undertaken business change projects in many countries for clients of many nationalities. For example, in Italy we have worked for French and English companies - and we also have Italian clients.

Countries where we have worked

UK • Belgium • Denmark • France • Germany • Gibraltar • Italy
Netherlands • Norway • Portugal • Spain • Sweden • Lebanon • Tunisia
Yemen • Russia • Georgia • Azerbaijan • USA

Nationality of our clients

UK • Belgium • France • Germany • Gibraltar • Ireland • Italy • Portugal
Spain • Norway • Sweden • Switzerland • Lebanon • Tunisia • Yemen
Australia • USA