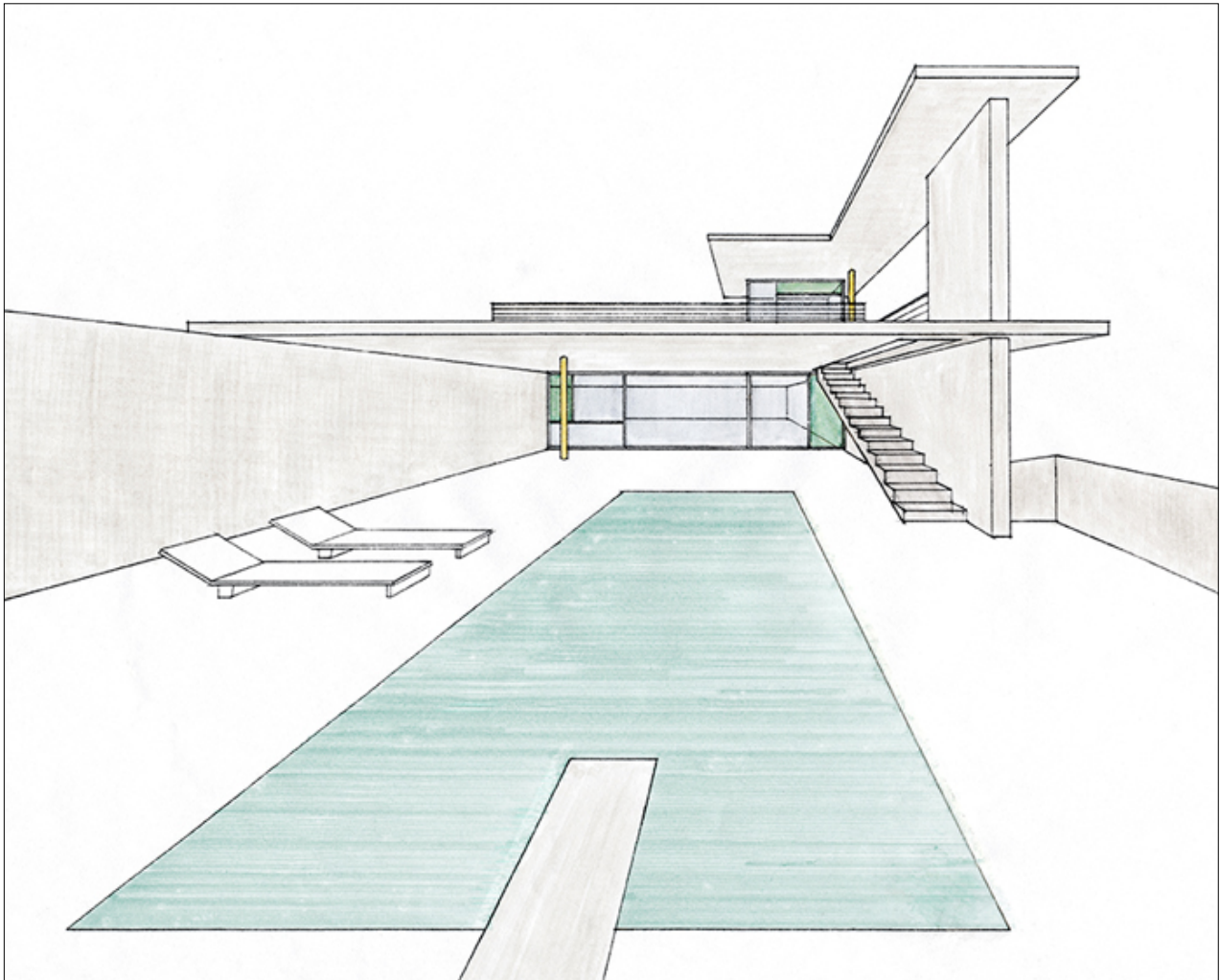




# Projekt Ceramika Gres

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Dated : 2002-2004

## EXECUTIVE SUMMARY

### Objective

Turnaround of Ceramika Gres, specialised gres tile producer ( investment by Innova Capital ) into profitable entity and deliver exit.

### Goals

CG was struggling due to misconception and delays in getting to the market - no clear market strategy, competition with big tile producers, wrong products formulation and financial problems.

### Solution

Creating unique branding strategy , focus all operations on chosen market segment, eliminate obsolete assortment , improve products formulation, increase capacity without real capex, change sales organisation , win on the market , find an exit.

### Project Outline

- Recreating the TEAM - new people form outside , new managers promoted within organization
- New vision for quality and technology
- New sales team in place
- New brand-name ( MILO ) - fully reflecting company core focus
- Unique brand/product lunch ....
- And the result as EBITDA % development as follows

