

FOR ESTABLISHED PRODUCT-BASED BUSINESSES

Turn business complexity into predictable performance.

We integrate strategy, numbers, processes, people and governance into one measurable business performance system.

REVENUE GROWTH • MARGIN PROTECTION
COST & LOSS CONTROL • STRONGER NET PROFIT

BUSINESS PERFORMANCE ARCHITECTURE

Retail • Distribution • Manufacturing • Trading



30+ YEARS OF EXPERIENCE.

Architecting predictable business performance.

HRBCG combines strategy, performance management, operational execution, leadership development and governance to help established businesses scale with greater control, stronger profitability and less owner dependency.



RAM LG

Founder & Business Performance Architect

Master of Business Administration — Symbiosis

ICF-Certified Leadership & Behavioural Coach

Certified NLP Practitioner

30+ years of corporate and consulting experience

Strategy • Operations • Performance • People • Leadership

WHY BUSINESS OWNERS APPROACH US

Owners approach us when performance gaps affect growth, profit, cash and customer commitments.

- 01 Revenue targets remain unpredictable
- 02 Margins reduce despite sales growth
- 03 Inventory and working capital remain blocked
- 04 Customer and order commitments are missed
- 05 Production, delivery and dispatch are delayed
- 06 Rejection, rework, wastage and downtime increase costs
- 07 Departments work in silos with weak accountability
- 08 The owner must intervene for daily results

OUR ASSURANCE: Every priority is tied to a baseline, target, accountable owner, corrective action and verified movement.

THE PURPOSE OF BUSINESS PERFORMANCE ARCHITECTURE

Performance must finally show up in four measurable business outcomes.

Every plan, KPI, process and review must strengthen what the owner ultimately needs.

01

REVENUE GROWTH

Predictable acquisition, conversion, repeat business, product contribution and market execution.

02

MARGIN PROTECTION

Pricing, product mix, procurement, inventory and resource use aligned to contribution.

03

COST & LOSS CONTROL

Waste, leakage, delay, rework, downtime and working-capital pressure actively reduced.

04

STRONGER NET PROFIT

Growth converts into sustainable profit and cash—not additional operating pressure.

GROWTH MUST IMPROVE MARGIN, CONTROL LOSS AND STRENGTHEN PROFIT.

THE COMPLETE BUSINESS PERFORMANCE ARCHITECTURE

Six dimensions. One integrated performance system.

Connecting financial direction, market performance, resources, execution, leadership and governance to the same business outcomes.

01 FINANCIAL PERFORMANCE

Revenue • Margin • Cost • Cash flow
Working capital • Profit • Run-rate

02 SALES & CUSTOMER PERFORMANCE

Acquisition • Conversion • ABV & UPT
Retention • Channel & team productivity

03 PRODUCT, SUPPLY CHAIN & RESOURCE PERFORMANCE

Category & SKU contribution • Inventory
Procurement • Availability • Capacity use

04 PROCESS & OPERATIONAL PERFORMANCE

Process TAT • SOP & controls • OTIF
Quality • Rework • Delay & bottlenecks

05 PEOPLE & LEADERSHIP PERFORMANCE

Role clarity • KRAs & KPIs • Capability
Ownership • Decisions • Accountability

06 GOVERNANCE & PERFORMANCE AUTOMATION

Dashboards • Predictive alerts • Reviews
Escalation • Action closure • Audit trail

Every dimension is measured separately—but governed together to improve revenue, margin, cost control and profit.

HOW HRBCG BUILDS PERFORMANCE

We do not improve isolated functions. We architect the complete business.

The work begins with business reality and converts leadership intent into measurable execution.

01 DIAGNOSE

Establish the truth

Validate data • baseline performance • identify leakage • locate dependencies

02 ARCHITECT

Design the system

Set targets • KPIs • roles • processes • controls • dashboards • review cadence

03 ACTIVATE

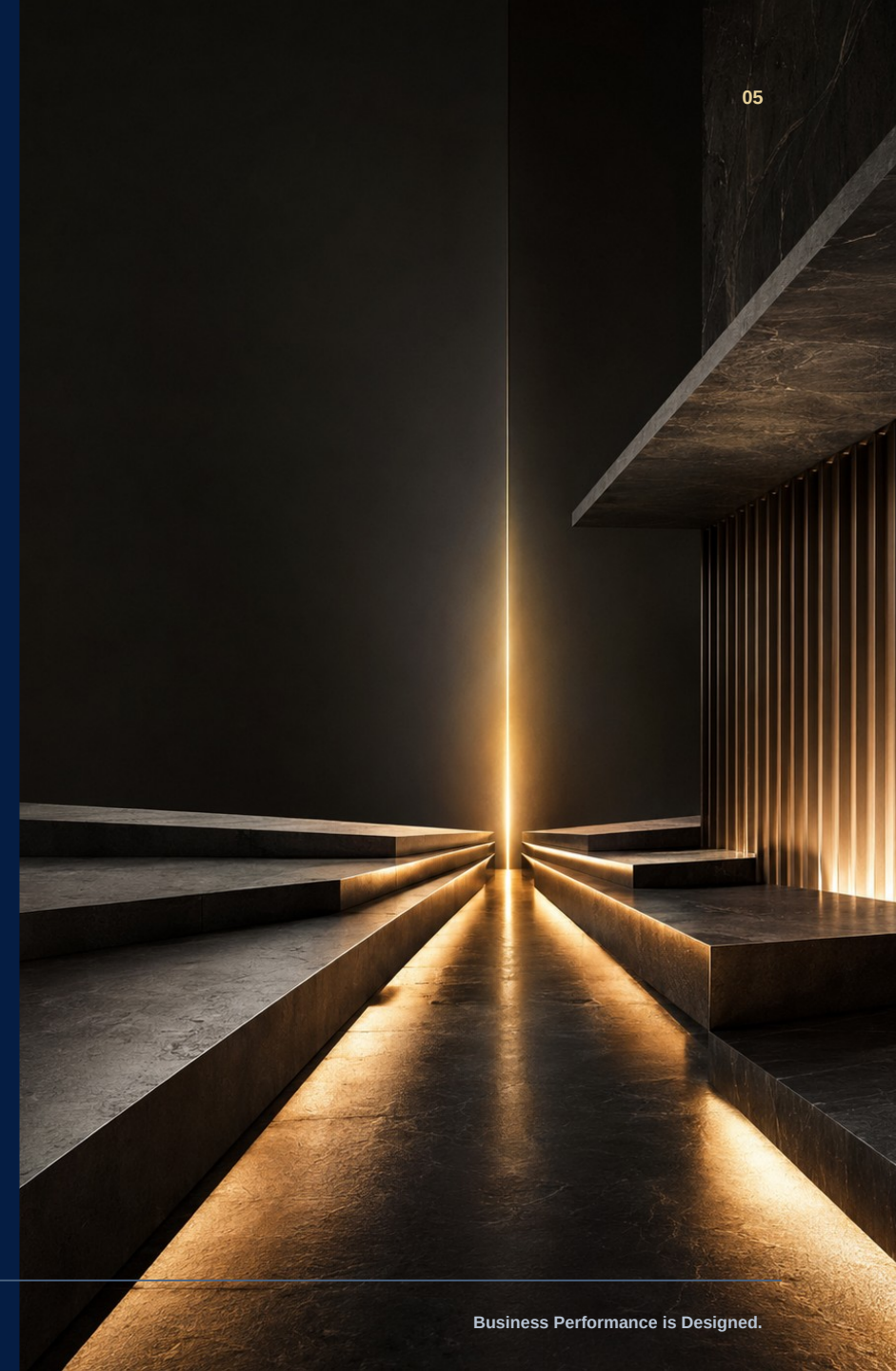
Drive execution

Commit • compare • diagnose • intervene • close • escalate • correct

04 AUTOMATE

Create predictability

Role-wise visibility • early warnings • action evidence • leadership rhythm



THE DIFFERENCE HRBCG IS BUILT TO CREATE

From owner-driven firefighting to a business that performs through a system.

The value is not more reports. It is earlier visibility, sharper ownership and faster corrective action.

TODAY — OWNER-DEPENDENT

- Targets discussed
- Reports arrive after the loss
- Reviews repeat explanations
- Departments work in isolation
- People depend on follow-up
- Owner acts as the operating system

WITH BPA — SYSTEM-DRIVEN

- ✓ Targets cascade into monthly, weekly and role-wise commitments
- ✓ Run-rate alerts trigger intervention before the gap grows
- ✓ Every gap ends with an owner, deadline, action and closure proof
- ✓ Functions align decisions to revenue, margin, cost and profit
- ✓ Clear KPIs, authority, escalation and accountability guide execution
- ✓ Leaders use dashboards and structured reviews; the owner focuses on growth

THE HRBCG 90-DAY BPA CHALLENGE

OUR 90-DAY PROMISE:

CLEAR BUSINESS ALIGNMENT TO FOUR MEASURABLE OUTCOMES.

Every function, process and leader aligned to revenue, margin, cost control and profit.

WITHIN 90 DAYS, LEADERSHIP GAINS:

✓	REVENUE GROWTH	Priority functions own acquisition, conversion, retention and market execution.
✓	MARGIN PROTECTION	Pricing, product mix, procurement, inventory and resources align to contribution.
✓	COST & LOSS CONTROL	Action reduces delay, leakage, rework, waste and working-capital pressure.
✓	STRONGER NET PROFIT	Growth, margin and cost actions converge into sustainable profit and cash.

CLEAR OWNERSHIP • CRITICAL CONTROLS • STRUCTURED REVIEWS • VISIBLE CLOSURE

FOR MSME & FAMILY-RUN BUSINESS OWNERS

**You built the business.
Now align every function
to measurable results.**

Within 90 days, establish clear priorities, accountable ownership, critical-process controls, dashboards and structured reviews—so performance moves with less owner intervention.



RAM LG
Founder & Business Performance
Architect

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