



www.morell-partners.com

Morell & Partners Ltd.

Morell & Partners is a management consultancy firm specializing in the aviation, travel and service industries. We advise management and boards of directors.

Morell & Partners was established in 2005. We have since been contracted for a number of successful projects, mainly in the field of making business more innovative and profitable.

Morell & Partners offer a unique mix of strategic and analytic knowledge as well as operational experience. We offer in-depth analyses of the whole business, but we also assist in the specific strategic areas of pricing, product, distribution, marketing and branding.

Our mission is to simplify instead of complicate and make sure assignments are never more costly they need to be. We shall be perceived as professional, reliable and easy to work with.

We look forward to hearing from you!

Best regards
Per Morell
CEO



Services

- Assessment
- Efficiency Program
- Commercial Management
- Branding and design
- Process Management
- Interim Management
- And a number of specific areas

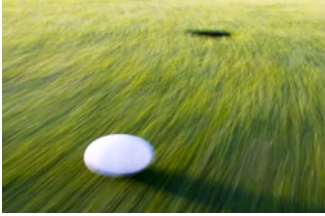


Assessment

We offer in depth assessment and analysis of the whole company or of separate functions and departments.

The assessment is performed in close cooperation with the management and the organization.

The outcome is presented in a comprehensive report highlighting strengths and opportunities, weaknesses and threats. Focus is set on opportunities and weaknesses, including suggestions on how to make them an advantage.



Efficiency Program

We present a detailed plan for an efficiency program based on the results of in-depth assessment of the whole company, individual functions or departments.

The plan focuses on profitability and includes objectives, strategies and detailed courses of action. It will propose measures and actions for securing competitive cost levels, higher efficiency and customer focus. The plan will also include proposals for achieving revenue improvements through a strengthened product offer and/or revised revenue management.

To facilitate implementation of the efficiency program, we offer support with project management.



Commercial Management

Commercial Management is to a large extent the decisive factor with regard to the success of the commercial area of a company.

We provide knowledge and expertise in commercial conceptualization to refocus and/or innovate business strategy in order to strengthen the competitive position and improve financial results.

We recommend action to be taken in areas such as Price, Product, Distribution and Communication. We also present proposals for implementation of these recommendations, complete with time frame, as well as suggestions on how the product offer can be packaged in a new way.



Areas of specific commercial assistance

We also offer assistance in the individual areas of:

- Pricing Strategies
- Product Development
- Distribution and Sales Strategies
- Marketing Strategy, including Channel Strategy and a Return of Investment analysis
- Customer Programs
- Internal Communication Programs

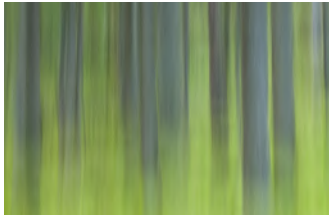


Branding and design

We evaluate the market and the present position of the company, and will present proposals on how to change the Brand strategy and if necessary the Design in order to strengthen the competitive edge and position.

We also assist in the specific areas of:

- Brand Principles - Vision, Core Idea, Values and Design
- Design Manuals
- Identity Manuals



Process Management

Process Management is a service that aims to facilitate processes by using experienced managers as a neutral middle man. A consultant is used initially to review a plan and subsequently make occasional follow ups to ensure the plan is up and running and the original ideas are still sustainable from a financial standpoint.

The reviews will result in reports that include risks and sensitivity analyses and suggestions for actions to be taken to adjust directions or divergences.

The service can also be used in order to obtain a second opinion.



Interim Management

When starting up or expanding a business, lack of experienced management resources can be an obstacle to progress. We provide interim management with qualified and experienced executives for managerial positions at all levels.

An interim assignment can be short or long term.

Clients and reference projects

A subsidiary of a major travel group

A new business model and commercial concept, including pricing, product development, e-distribution, all communication, design and positioning, as well as financial results. Morell & Partners, in close co-operation with the organization, had the responsibility to run, communicate, implement and evaluate the project.

A major Airline Subsidiary

A new marketing strategy to make market communication more efficient and improve the use of available customer data and databases.

Other

- A successful project from analysis to the introduction of a Low Cost Airline.
- Creation of a successful entrepreneurial enterprise for development of new business ideas, an internal “greenhouse” within a major corporation.
- A successful project to analyze, develop and implement innovative offers for the Leisure Market.

Contact us

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