

## Elaboration of an integrated business plan and specification of synergies and incremental growth potential for a JV

Scope	Approach	Results
<ul style="list-style-type: none"><li>■ Survey the financial benefit of a joint venture of two business units of larger companies</li><li>■ Different accounting and controlling standards (USA and Germany)</li><li>■ International consulting team bringing the controllers together in face-to-face meetings</li></ul>	<ul style="list-style-type: none"><li>■ Common definition of cost positions</li><li>■ Business plan model with stand-alone cases based on clearly defined assumptions</li><li>■ Separate business plan with integrated view</li><li>■ Specification of operational cost synergies, incremental growth potential</li><li>■ Simulation of market developments</li></ul>	<ul style="list-style-type: none"><li>■ Preparation for integrated financial management system</li><li>■ Transparency of the financial position of the partner</li><li>■ Common view of specific synergies</li><li>■ Draft objectives and action plan for JV-integration</li></ul>