

In September of 2007 we founded OCTANE with a strong ambition to differentiate ourselves in the Greek consulting market by offering services of practical strategic value to our clients.

During our first year we were entrusted by **23 companies**, ranging from large industrial groups, retailers, utilities and banks to very small companies and start-ups. These clients assigned us a total of **33 projects** amounting to total contracts of **€ 479 thousand**.

In order to effectively execute these projects, we enriched the OCTANE team with two new hires, reaching a total of **4 people**.

OCTANE in 2008

- 23** clients
- 33** projects
- 479** th.€ contracts
- 4** employees

We would like to thank our clients and everyone who supported us during our first year for their trust, and commit that we will keep working with even more enthusiasm during the years to come!

Yanni Spiropoulos

George Pavlatos

INDICATIVE CLIENTS



INDICATIVE PROJECTS

APPLIED STRATEGY

- Four international new market analysis projects for large industrial group
- Development and implementation of growth business plan for oil retailer
- Growth strategy roadmap for the European market for two listed consumer goods companies
- Development of Vision, Values and Promise for large industrial group



13 projects

MARKET MANAGEMENT

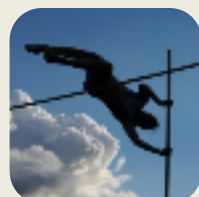
- Design and implementation of marketing strategy for international insurance firm
- Redesign of marketing and sales functions for large spirits company
- Business-to-business sales effectiveness improvement for industrial goods company
- New retail brand development and market entry strategy for food wholesaler



7 projects

INTERNAL ALIGNMENT

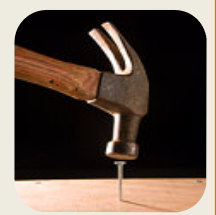
- HR strategy development for large industrial group with several subsidiaries and over 4,000 employees
- Key Performance Indicators and Balanced Scorecards for energy company
- Employee satisfaction and climate survey for 8,000 employees of large retailer
- Performance analysis and benchmarking for retail branch employees of top-3 Greek bank



7 projects

IMPLEMENTATION SUPPORT

- Project Management for the restructuring of international subsidiary of Greek banking group
- Negotiation support for the sale of a Greek company to an international group
- Support for the development of a new retail concept for international food retailer
- Monthly strategic support for the restructuring of major public company



6 projects