



HAAK – General Business Consultancy – Startup, Business Rescue, and Expansion

If your goal is to build a resilient, scalable, and profitable business—whether you are launching a new venture, rescuing a distressed company, or preparing for expansion—HAAK Capital is here to guide you. With deep experience in financial restructuring, operational strategy, and business model design, we help entrepreneurs and business owners navigate the most critical phases of the corporate lifecycle.

Our philosophy is grounded in the belief that sustainable growth starts with a strong, replicable single-unit model. We focus on four core pillars: (1) Marketing, (2) Product, (3) Management, and (4) Business Model. This framework ensures that every aspect of your business is aligned, efficient, and ready for the next stage of development.

Our Consultancy Approach

We diagnose and resolve complex operational and strategic issues across diverse business segments. Our methodology is structured yet flexible, allowing us to tailor solutions to your specific industry, size, and growth stage.

Area of Focus	What We Analyze
Preliminary Assessment	Owner's goals, financial health, partnership dynamics, business model viability
Market & Competitive Analysis	Location dynamics, competitor mapping, market homogenization, customer spending patterns
Product & Strategy	Product assessment, pricing strategy, signature offering development
Management & Operations	Staff turnover, service quality, operational efficiency, SOPs and workflow
Marketing & Engagement	Campaign effectiveness, online presence, loyalty and membership programs



How We Help

Depending on your current situation—whether you are starting up, facing distress, or planning to scale—our specialists will support you through a tailored engagement.

1. Startup Advisory

Launching a new business involves more than a great idea. It requires a viable business model, strategic location selection, and a clear understanding of your target market. We guide founders through:

- **Business Model Validation:** Assessing the viability of your concept, revenue model, and customer acquisition strategy.
- **Location Strategy:** Helping you select optimal locations based on traffic analysis, customer demographics, and competitive landscape (industry data shows that 80% of business closures are due to location mistakes).
- **Product & Pricing Strategy:** Defining your core offering and establishing pricing that balances customer value with profitability.
- **Pre-Launch Planning:** Developing a phased launch roadmap, including operational setup, marketing campaigns, and milestone tracking.

2. Business Rescue & Turnaround

Financial distress does not always mean the end. With the right interventions, many businesses can recover and emerge stronger. We help diagnose root causes and implement restructuring strategies:

- **Diagnostic Assessment:** Identifying whether underperformance stems from financial distress, operational bottlenecks, market misalignment, or management gaps.
- **Cost Control & Cash Flow Stabilization:** Implementing immediate measures to preserve cash, renegotiate supplier terms, and optimize working capital.
- **Operational Restructuring:** Streamlining workflows, reassessing staffing models, and eliminating inefficiencies.
- **Strategic Repositioning:** Refining your value proposition, adjusting pricing, or pivoting your business model to align with current market demands.

3. Expansion Preparation & Scalability

Growing a business requires more than replicating what worked at a single unit. It demands systems, standards, and a clear roadmap. We prepare businesses for sustainable scaling by:



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- **Expansion Readiness Assessment:** Evaluating your business against key metrics for scalability, including sustainable profitability (minimum 20% net profit, 12-24 month payback), market size, product scalability, and location strategy.
- **Standardization & Systems Development:** Helping you build replicable models through three standardization pillars:
 - **Product Standardization:** Creating SOPs and quality controls that ensure consistent output, even without key personnel.
 - **Operational Standardization:** Documenting workflows, training procedures, safety protocols, and daily operations.
 - **Branding Standardization:** Unifying visual identity, customer experience, and interior/exterior design across all locations.
- **Head Office Setup:** Advising on the establishment of dedicated central teams to support expansion, including defining roles and reporting structures for operations support, training, procurement, and logistics.
- **Expansion Model Advisory:** Assisting with evaluation of expansion models (joint ventures, franchising, company-owned), partnership structuring (entry/exit terms), and business sale or acquisition readiness (valuation, due diligence).

Post-Engagement Support

Upon request, we can extend our services to support ongoing advisory needs, including periodic business health checks, board-level strategic guidance, and introductions to funding partners or potential acquirers. Our goal is to remain a trusted partner as your business continues to evolve.

We welcome inquiries about how HAAK Capital can support your business through startup, rescue, or expansion. Our specialists are ready to provide tailored guidance and support. Please reach out to us for further details.