

## Consulting Practice for Companies in a State of:

# Distress, Trouble or Crisis

*Finding the path back to viability from in the red to back in the black*

**In** the course of every business there are ups and downs. But there are times when the downs are so low that you need an experienced team to salvage the business. Similar to a patient that needs an experienced surgeon to perform a life saving operation and care to recover, our team works to do the same for your company.

Why your company is in this position is relative to address in the recovery, but the immediate need is to restore vital operating functions.

Most companies in distress are in need of cash management. Suppliers have cut them off, largest customer went bankrupt owing substantial funds, loss of major revenue source, extraordinary event, loss of line of credit, cannot make payroll and many others. The bottom line is without cash a business does not survive.

Sometimes a business needs a different voice to speak for them, a different way that they communicate to suppliers, customers, lender, partners, investors and employees. Our priority is to get the company on the right track.

### What does the ProMMC team do for you?

- 1.) We quickly access your business to determine the cause for the identified systems of distress.
- 2.) We determine what stage of distress the company is in and determine if the business or segments of the business are viable.
- 3.) If the business is viable and can be rehabilitated we create and implement an operational turnaround plan designed with the goal to stabilize the business and maximize operating cash flow.
- 4.) We use the rehabilitated cash flow or new financing to restructure the obligations of the company.
- 5.) We create an operational business plan in conjunction with management and stakeholders to guide the company back to health.

Each business turnaround is different but all with the goal of a successful, viable outcome. We approach your company with a laser focus and a result oriented get to work ethic.

*Contact us today for a initial consultation*

# ProMMC

Professional Management, Marketing and Consulting

### Top Reasons a company is in distress

- Strategic miscues
- Economic change that has significantly reduced revenue.
- Inability or lack of response to economic change
- Large receivable has defaulted
- Extraordinary event has altered the business i.e.: fire, natural disaster, death of a key employee, defective product
- Loss of a major customer
- Loss of a major supplier
- Inability to attract new customers
- Cost structure is too high
- Inadequate controls and accountability
- Internal management or labor conflicts
- Insufficient capital or liquidity
- Lack of management skills
- Product or industry crisis
- Failure to execute business / marketing plan
- Continuing to conduct business as usual

### Turnaround and Workout Services Include:

- Operational turnaround plan
- Restructuring plan
- Interim management
- Financial forecasts and projections
- Creditor negotiation
- Creditor advisory
- Managed out-of-court restructure or liquidation
- Fresh start financial reporting
- Boutique services
- Business sale or merger
- Advisory role
- Marketing plan for future company health
- Special Asset Management

**Rick Williams**  
Senior Managing Partner



**Direct Phone: 317-403-2455**

**E-mail: rickwilliams@prommc.com**

**www.prommc.com**