



Maximize

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**Where do you want to go?**



**How will you get there?**



**Who will get you there?**



## What are your challenges?

Are your sales or margins declining? Or maybe they are not increasing to your expectations? Do you know if any of your products or services are actually causing you loss in profits? Are you losing opportunities because of market complexities? Do you suffer from "paralysis by analysis"? Are there too many strategic options frustrating you from making a move? Does your team have one vision? Are inter departmental conflicts affecting productivity and morale?

### Declining Sales and Margins?



### Market Complexities?



### Strategy frustrations?



### Inter departmental conflicts?

"The definition of insanity is doing the same thing over and over again and expecting different results." - Albert Einstein

## The Answer

**Raja Mahendran, International Strategic Business Consultant diagnoses companies, strategically analyzes markets, products and services, to develop and implement creative and innovative turn around and growth strategies. The results are powerful brands and strong competitive positioning, accelerated market development and highly motivate dynamic teams.**

**Diagnose Your Business**



**Simplify the Complex**



**Analyze and Develop Creative Strategies**



**Synergize teams to share one Vision**

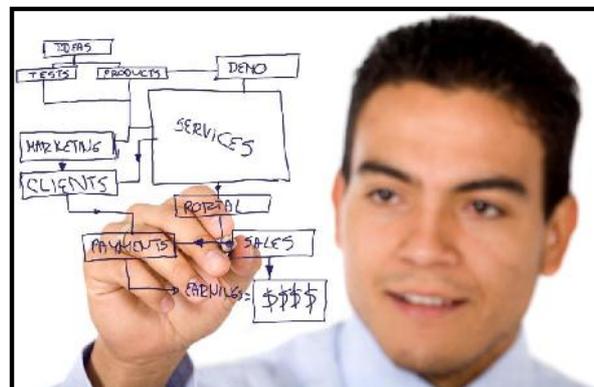
**Remember what got you here will not get you there**

**Raja Mahendran**  
Takes you there through Creative and Innovative  
Strategies that work even in turbulent times

## Strategic Analysis of Markets



## Strategic Diagnosis of Companies

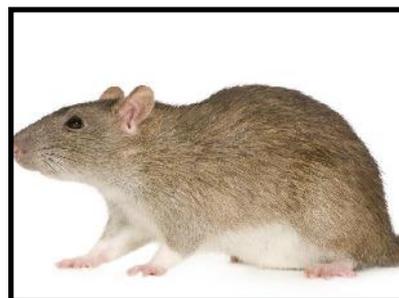
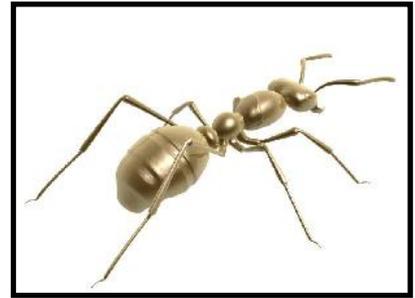
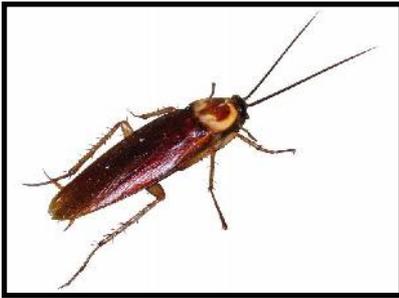


## Strategy Workshops



# Pest Control Training

What are the latest trends in Pest Control? What are the emerging pests? Whats new in pest control technologies? How do you communicate with your clients on pests, pest control technologies and their role in providing an Integrated Pest Control Program



Raja Mahendran - Serving Pest Management worldwide for over 20 years. Masters in entomology, Purdue qualified and Pest Control Licence from NSW Australia

# Client Testimonials:

"I engaged Raja recently as a consultant to provide a business analysis for a potential acquisition target. Through pre-planning we identified the important elements that my company needed in order to make our decision, and Raja delivered on all of them beyond our expectations. Raja's work was thorough, detailed and broad in scope. In addition, he was available for and replied to all of our follow-up questions and requests for clarity. I highly recommend Raja's work based on this experience."

July 6, 2008 on LINKEDIN

Top qualities: Great Results, Expert, Good Value



**Vince Pascarelli**  
International Business Development,  
AMVAC Chemical Corp, Switzerland

"We contracted Raja Mahendran for an analysis of an Environmental Health market segment. Raja engaged his international network to provide us with an in-depth analysis, including acquisition options. He gave us valuable insights and good market intelligence that helped us to further develop our strategies. The assignment was at short notice but Raja delivered on time and was available to us for follow up questions. From our experience, we can recommend Raja as an international strategic business consultant. "

August 18, 2008 on LINKEDIN

Top qualities: Expert, Good Value, On Time



**Pascal Day,**  
Global Portfolio Manager  
Bayer Environmental Science, France

"Raja provides high quality work delivered to the deadline. He not only provided his own specialist knowledge of the subject we required, but the trust and reliability he has built enabled him to seek out additional information to enhance our project. We would recommend and use Raja again without hesitation."

February 12, 2009 on LINKEDIN

Top qualities: Expert, On Time, High Integrity



**Rob Fryatt**  
Managing Director  
Xenex Associates Ltd, UK

"Raja provided us with some tremendous market and customer insights and in a manner that enabled us to act on these in a very customer centric way to achieve our strategic objectives. The whole team was very satisfied with our interactions with Raja and we would be more than happy to work with him again."

October 16, 2009 on LINKEDIN

Top qualities: Great Results, Expert, High Integrity



**Mike Parkin**  
Global Head of Golf and Landscape  
Syngenta, Switzerland

"I have worked with Raja on a particular challenging competitive intelligence project. Raja has deep knowledge and expertise and was able to deliver comprehensive insights in a very short period of time. I am looking forward to our next project together."

November 5, 2009 on LINKEDIN

Top qualities: Personable, Expert, High Integrity



**Gillian Morris**  
Director  
Kline & Company, USA

"I have had the opportunity to work with Raja on 2 projects. Raja is very quick in understanding the business needs of his client. In both cases he has provided appropriate expert knowledge and leveraged his extensive network. He is extremely reactive and, last but not least, meets even aggressive deadlines."

October 20, 2009 on LINKEDIN

Top qualities: Expert, On Time, High Integrity



**Christian Lofberg**  
Director Marketing  
Elanco Animal Health Europe, Belgium



# Raja Mahendran

International Strategic Business Consultant

Maximizes your sales and margins, builds powerful brands,  
strongly positions your business and accelerates market development

**Raja Mahendran, International Strategic Business Consultant for the Pest Management / Animal Health / Crop Protection industries**

Consults for companies seeking strategic growth in challenging markets. Helps clients achieve long term objectives in the shortest time through creative and innovative strategies. Raja Mahendran is unique in the industry because of his strong experience in global strategic and operational marketing, P&L, strategic management, business development and executive coaching from two Fortune 500 Companies based in Australia, France and Switzerland coupled with international consultancy experience across the globe with clients in Switzerland, UK, France, USA, Australia, India.

Master of Science degree in Agriculture (Entomology), Bachelors of Science degree in Biology, Licensed Pest Control Operator (NSW Australia) completed several strategic management and strategic marketing executive programs including the latest from Harvard Business School



## Career Achievements 1989-2008:

- **Business Unit Manager for Bayer Professional Pest Control Products in Australia, 1989-2002.** Transformed negatively operating business unit into a highly profitable business. Simplified of product range, phased out low margin products, launched innovative profitable products and developed a close knit dynamic team envied by the industry
- **Global Portfolio Marketing Manager for Bayer Environmental Science in France, 2002-2005.** Developed and implemented global strategies for portfolio through cross cultural and cross functional teams. Synergized and integrated newly acquired Aventis portfolio with the existing Bayer range.
- **Global Category Marketing Manager for Novartis Animal Health in Switzerland, 2005-2008.** Developed and implemented global strategy to position Novartis as a total solution provider in the fast growing farm hygiene segment. Initiated and negotiated successfully third party product distribution agreements and to strengthened the portfolio and market position. Fast tracked and launched several global products in strategic markets.

## Consultancy Achievements 2008 - present:

- Acquisition target strategically analyzed for world's largest Environmental Science company in France
- Strategic Analysis of new market segment for world's largest Crop Protection company's professional product business in Switzerland
- Strategic Market Analysis for acquisition target in Europe for leading American chemical company in the Non-Crop segment
- Market assessment and lead generation for global leader in outsourcing and insourcing Life Science software development company based in India intending to enter Swiss market
- Strategic Market Analysis and European launch plan for Organic Animal Feed and Fertilizers company in Mexico
- Strategy Workshop and Acquisition Target Analysis for American Animal Health Company in Europe
- Business Plan for American HR Consultancy company to set up business in Switzerland
- Strategic Acquisition plan and Farm Disinfectant Market Analysis for Australian Life Science company
- Global distribution established for American company a leader in innovative termite detection technology.



**Raja Mahendran**

**International Strategic Business Consultant**

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