



About **CAGROW** Consulting

CAGROW is an Industrial Consultancy firm working for innovative and sustainable growth of client's businesses. "Care and Growth" of stakeholders is the key element of our Business Model.

Our team of dedicated professionals have a proven record of result-oriented growth and operational excellence. We provide consulting services in Operations and Maintenance, Project Management, Operational Excellence, Corporate Governance, Value Innovation, Leadership Development and Talent Resourcing.

Our **Vision**

Enable Businesses to Build a Better Future

Our **Mission**

We resolve business challenges with a win-win approach: Collaborative problem identification, in-depth analysis and innovative, cost-effective solutions.



Our HSE Policy

CAGROW Consulting believes that all injuries, accidents, occupational health illness and adverse environmental impacts can be prevented. We are committed to managing health, safety and environmental issues in a manner that meet the expectations of all stakeholders including partners, employees and the community. CAGROW will:

- ⦿ Strengthen its business by making health, safety & environment (HSE) considerations an integral part of all business activities
- ⦿ Conduct its business in a manner that protects the health and safety of employees, contractors, others involved in its operations and the community in which it operates
- ⦿ Continuously improve environmental performance to achieve sustainable development
- ⦿ Comply with all applicable HSE laws & regulations
- ⦿ Practice transparent public reporting of HSE performance
- ⦿ Ensure that HSE is a major responsibility of appropriately trained, empowered & accountable employees & management





What **We Offer**

- Operation and Maintenance (O&M) Services
- Project Management
- Operational Excellence
- Value Innovation
- Corporate Governance
- Talent Resourcing

Operational Excellence

In Today's Dynamic and Competitive Global Marketplace, Excellence is not an Option - It is an Essential for Business Success.

Operational Excellence is a strategy for growth and is vital for sustained profitability.

Organizations that fully leverage operational excellence routinely achieve improved lead-times, greater flexibility and higher levels of responsiveness – and can capitalize on each to gain competitive advantage and expand market share. Although operational excellence is traditionally viewed solely as a strategy for cost reduction, CAGROW offers a broader perspective.

Our Operational Excellence model helps apply industry good practices with respect to Design, Management, Risk and Value of assets. It gives a company the benefits of lower costs, increased efficiencies, fewer injuries, maximum sustainable returns on operating assets and an enhanced competitive position.

Our Operational Excellence model is our differentiating factor from others. We believe in doing, not just planning. We believe in process, not just projects. We believe in people, not just resources.

Our Operational Excellence system of service is based on Four “multi-element” foundation blocks:

- Asset Design
- Asset Management
- Asset Risk
- Asset Value

And Four Enablers:

- Leadership & Cross-functional Alignment
- Policies, Processes, Procedures & Systems
- Corporate Culture
- Customer Focus

Each of these Foundation Blocks Contain a Number of Specific Elements – 25 in all – Which We Apply to Each Client's Situation as Applicable.

Operation and Maintenance (O&M) Services

Resolve Your Operational and Maintenance Issues with Processes that Improve Reliability/Availability and Reduce Costs.

CAGROW Consulting provides a wide range of maintenance management consulting services. We assist our clients to develop facility operation and maintenance strategies, procedures and manuals, ensuring that plant and equipment O&M Management processes deliver following results:

- Create lasting equipment reliability by eliminating (or reducing) causes of equipment failure.
- Produce high plant availability and maximize production uptime.
- Deliver solutions for asset maintenance management problems.
- Optimize operational maintenance costs with the right plant maintenance management processes and practices.
- Create high personnel safety and environment protection.

Following are provided as part of CAGROW's Operation and Maintenance Services:

- Operational reliability determination
- Determination of optimum operation mode and maintenance strategy/program
- Operator driven reliability program
- Opportunity loss recording system development
- Equipment problem troubleshooting/root cause analysis
- Determination of safe operating envelope/data logging for equipment operation
- Lubrication problem resolution
- Product quality issues
- Development of maintenance planning system
- Operation and maintenance organization competency determination
- Determination of optimum spares holding
- Equipment spare part reverse engineering and manufacture



Reliability-Centred-Maintenance

Reliability-Centred-Maintenance or RCM provides a framework which enables users to respond to maintenance challenges quickly and effectively. It starts with a comprehensive, zero-based review of the maintenance requirements of each asset in its operating context. If applied correctly, RCM enables new assets to be put into effective service with great speed and transforms organizational behaviour towards teamwork & participation.

The majority of users typically realize a Return on Investment (ROI) in 2~3 years due to maintenance cost reductions alone. Significant savings are also realized from improved process reliability, product quality, safety, and environmental compliance. A prominent additional benefit is the fully auditable documented basis for the resultant optimum maintenance program.

CAGROW Consulting personnel are experienced in RCM Implementation.

Optimization of Computerized Maintenance Management System (CMMS)

Regardless of what CMMS or ERP system your organization uses, CAGROW employs a proven methodology designed to better leverage your system capabilities, improve your reliability program's results and maximize your ROI:

- **CMMS Assessment**- Establish a baseline of entire reliability program with focus on CMMS utilization and identify areas of strengths and opportunities for improvement.
- **Criticality**- Apply uniform, logical and consensus-generated rating to your assets to ensure maintenance resources are allocated for maximum efficiency and effectiveness.
- **Preventive and Predictive Maintenance**- Optimize plans to achieve efficiency, cost effectiveness and improve reliability measures.
- **Field Verification**- Benefits of CMMS software cannot be leveraged if asset information is not accurate, complete and consistent. CAGROW can conduct a physical inspection of your facility's assets to establish a foundation for a successful reliability program.
- **Spare Parts**- Align stocking plan with historical usage, criticality and reliability goals, while improving cash flow.
- **Performance Measurement**- Guide stakeholder review of desired metrics and establish measures that best support the organization's culture, systems and goals.

**CAGROW CONSULTING BELIEVES IN MAINTAINING FOLLOW-UP
TILL FULL REALIZATION OF BENEFITS!**

Project Management

We Excel in Meeting Customers' Expectation of Safety, Cost, Schedule and Quality.
Our solutions come out of commitment and trusted partnership with clients.

Our services cover management of all project phases from concept development, engineering, procurement, construction, commissioning, and handover to operations.

We draw on the expertise of our team using well-developed processes that integrate each stage seamlessly to deliver an end-to-end solution.

Our projects delivery covers a variety of industrial

markets and all stages of asset life cycle. We support green-field developments, brown field modifications, and decommissioning work. Any combination of development, delivery, execution and management is available.

Project management processes and tools capture our experience wherever we work and whatever the job. We are comfortable taking on individual stages or managing the whole project for you.

CAGROW Project Management Methodology is based on the **Project Management Institute, USA** framework supplemented by internationally recognized best practices. This approach is adaptable to specific client needs and can supplement client processes in establishing their options, defining their project needs and managing project delivery.

At CAGROW, we recognize that resources are precious and must be spent in the best and most efficient way possible and a strong project management discipline brings added value to the business. Keeping the project on track requires robust management of metrics and project goals that extends across the project team out to suppliers, contractors, client and stakeholders.

Project Management Knowledge Areas

CAGROW prides itself in having command over all ten Knowledge Areas of Project Management per the **PMBOK® Guide**:

- | | |
|------------------------------------|---------------------------------------|
| 01. Project Integration Management | 06. Project Human Resource Management |
| 02. Project Scope Management | 07. Project Communications Management |
| 03. Project Time Management | 08. Project Risk Management |
| 04. Project Cost Management | 09. Project Procurement Management |
| 05. Project Quality Management | 10. Project Stakeholder Management |

Value Innovation



Create Uncontested Market Space and Make the Competition Irrelevant.

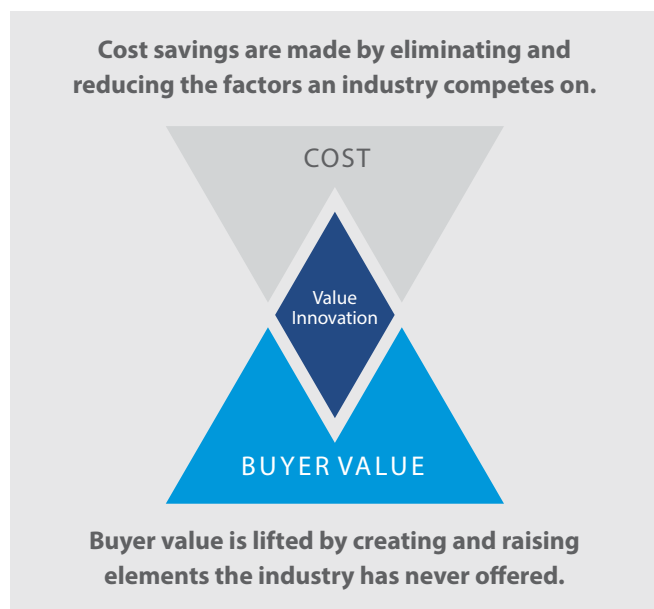
There are two kinds of business strategies that a business can employ.

Red Ocean Strategy

Compete in existing market space.
Beat the competition.
Exploit existing demand.
Make the value-cost trade-off.
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost.

Blue Ocean Strategy

Create uncontested market space.
Make the competition irrelevant.
Create and capture new demand.
Break the value-cost trade-off.
Align the whole system of a firm's activities in pursuit of differentiation and low cost.



Value innovation is created in the region where a company's actions favorably affect both its cost structure and its value proposition to buyers. Over time, costs are reduced further as economies of scale kick in due to the high sales volumes that superior value generates. This is how a leap in value for both the company and its buyers are achieved.

A majority of business managers find themselves up against intense competition, rising costs and shrinking margins. CAGROW Consulting assists its clients to create uncontested market space with high impact, at low cost and rapid speed.

Four Action Framework developed by W. Chan Kim and Renée Mauborgne is used to reconstruct buyer value elements in crafting a new value curve or strategic profile. To break the trade-off between differentiation and low cost in creating a new value curve, the framework poses four key questions, shown in the diagram, to challenge an industry's strategic logic.

The strategic tool for Value Innovation is **ERRC Grid**.

Eliminate Which factors that the industry has long competed on and are taken for granted should be eliminated?	Raise Which factors should be raised well above the industry's standard?
Reduce Which factors should be reduced well below the industry's standard?	Create Which factors should be created that the industry has never offered?

Corporate Governance

Corporate Governance Contributes to Sustainable Economic Development by Enhancing the Performance of Companies.

Corporate Governance relates to the relationships between Management, Board of Directors, Controlling & Minority Shareholders and other Stakeholders. It aims at increasing their access to outside capital.

The importance of Corporate Governance lies in its contribution to business prosperity and accountability. Investment decisions taken by the local and international investors are impacted by governance practices. In order for companies to compete globally, they have to follow enhanced Corporate Governance standards. This is a major factor towards making capital markets transparent, protecting rights of minority shareholders and attracting / retaining foreign investment.

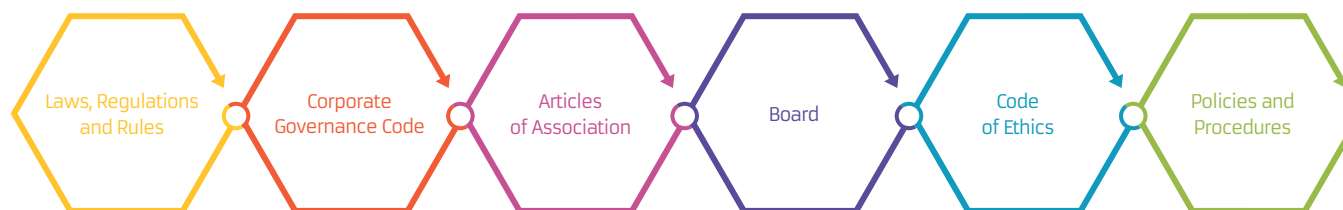
Benefits of Adopting Good Corporate Governance Practices

- Improved access to external financing
- Enhanced firm valuation
- Improved shareholders' performance
- Reduced risk of crisis and scandals
- Stakeholder satisfaction
- Compliance with law and reduced litigation
- Transparency
- Enhanced reputation

Corporate Governance Framework

CAGROW provides services to develop corporate governance guidelines, framework and system to improve management and protect stakeholder interests.

70 percent of family-owned businesses fail or are sold before the second generation gets a chance to take over, while only **12 percent** survive into the third generation.



Our Corporate Governance services especially help small and family owned businesses successfully transition between generations by improving governance to international standards.



Talent Resourcing

CAGROW offers talent resourcing options – providing committed, honest and competent workforce to our clients. We are driven by our commitment to quality placements and make sincere efforts to meet client's needs.

CAGROW provides specialized and talented manpower for turnaround and shutdowns related to power generation, oil refining, chemical processing, and other industrial clients. Our Talent Resourcing comprises recruitment, consultancy and training through our network of contacts.

In an ever competitive world, the value of human resource is of the utmost importance. Hiring the right professionals can prove to be the difference between mediocrity and exceptionalism. Finding the right person for the right job, with the right mentality and passion, is analogous to the search of a needle in a haystack. At CAGROW, we boast professionals who have the knack of separating the extraordinary from the ordinary with vast experience of dealing with not only local but also international personnel.



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