

Corporate Profile



Hanstedt/Germany, July 2010

Our Philosophy

"We make your life easier!"

This particular interest is our goal! Consequently we are obliged to our values:

Quality

Our solutions are to be optimally adapted to the needs of our customers – with the maximal degree of performance and experience we achieve optimal results.

Trust

With openness, flexibility and dedicated to intensive cooperation, we take the questions and problems of our customers in order to create effective solutions and to establish long-term relationships.

Reliability

We guarantee timely solutions. Therefore reliability is essential and part of our commitment to ensure a cost-benefit-ratio which is highly attractive for our customers.

Our Service Portfolio

logistics

- ◆ Warehousing + material flow systems, workplace design
- ◆ Process flow and order processing
- ◆ Inventory management and controlling
- ◆ **SupplyChainManagement** and organisational structure
- ◆ Structural reorganization ink. logistics controlling
- ◆ Procurement-, disposal- and distribution logistics

trading

- ◆ Export of Food, Meat- and FMCG-products
- ◆ Assortment consulting: defining ideal range of goods, optimization assortments, improvement of profitability (products + categories)
- ◆ Planning/optimization of supermarkets/retailers
- ◆ Purchase management

marketing

- ◆ Marketing consulting for product + corporate brands: market + competitor analysis, market research, development marketing strategy, SWOT-analysis, development positioning, differentiations + USP, marketing-mix: concept, optimization, realization
- ◆ Branding: development brand identity (name, logo design, packaging etc.)
- ◆ Innovation management

Strategic Success Factors

Client specific Services

- ◆ Realisation of „Client-First“ – principle and sustainable service Mentality
- ◆ Offering individual solution concepts instead of standardised practices

Implementable and feasible solution concepts

- ◆ Integrated projection from concept to implementation, realisation and controlling ngebot
- ◆ Consideration of general aspects and specifics like eg. culture, decision making processes etc.

Systematic knowledge build-up and know how transfer

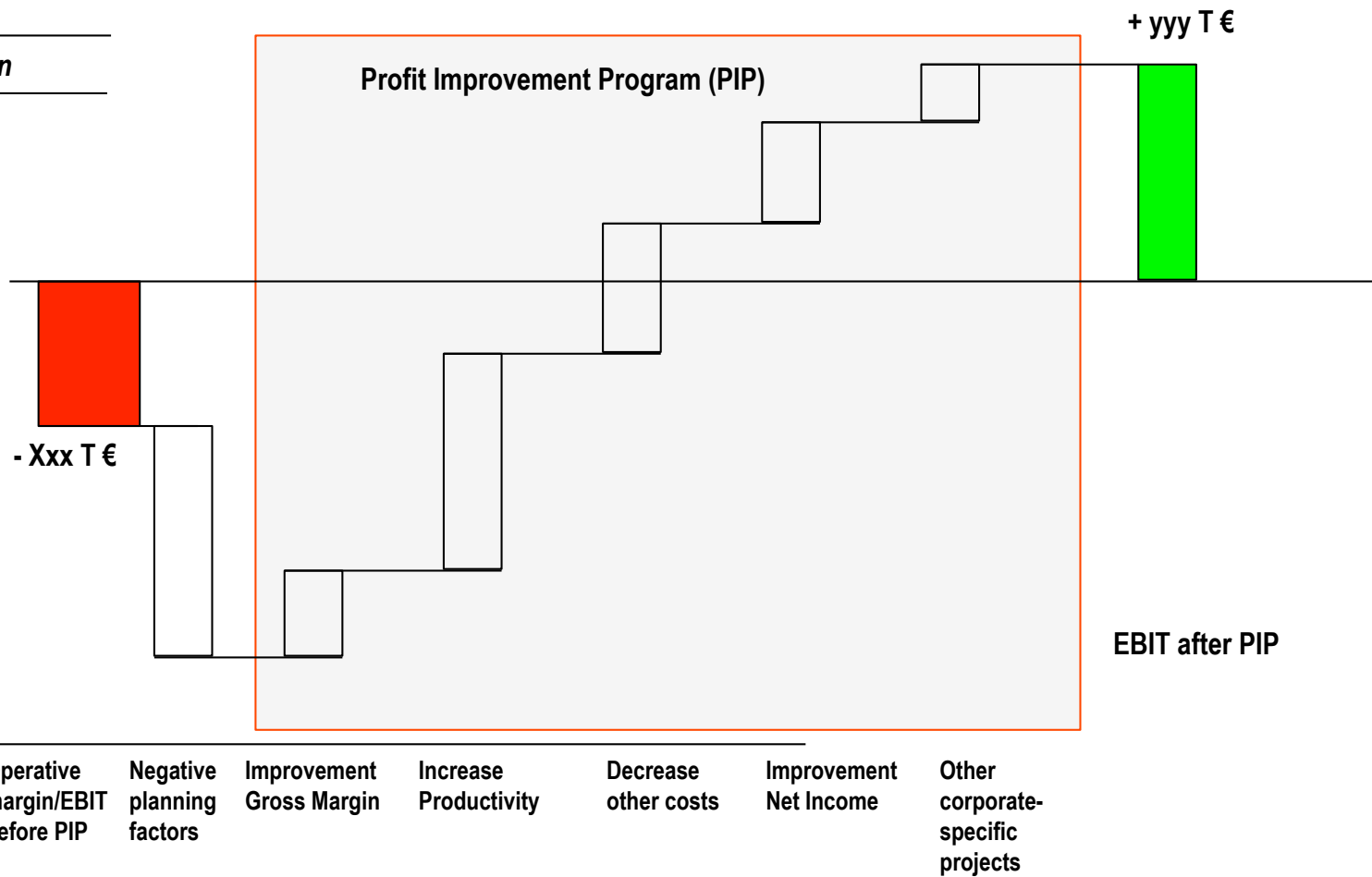
- ◆ Knowledge build-up and enforcement with focus to the clients core competences
- ◆ Project specific development of internal rressources
- ◆ Systematic training and coaching of experts and management

Continuous mobilisation of internal rressources

- ◆ Increase of internal abilities to act/react with regard to operative and strategic decisions and troubleshooting
- ◆ Proactive identification of weaknesses, analysis and concepts how to turn into strengths

Profit Improvement Program

illustration



Branch Competences

- ◆ Logistic and Transport
- ◆ Retail and Wholesale, especially FMCG (fast moving consumer goods)
- ◆ Food Industry
- ◆ Agriculture Business
- ◆ Energy Supply
- ◆ Financial Services
- ◆ Automotive
- ◆ Medical / Hospital

References Jens Tiedemann (excerpt I)



drinks & food Gruppe

Reorganisation Logistic Processes, Consolidation warehouse and production facilities, development and implementation of an operative controlling and key figure / KPI-systems

www.drinksfood.de



Grabower Süßwaren GmbH

Reorganisation of logistic processes in the divisions purchase/supply, production, distribution and waste management

www.grabower.de



Hälsesen & Lyon GmbH

Development of a transport and logistic concept, identification and evaluation of performance criteria for supplier

www.haelssen-lyon.de



HANSETRANS Holding GmbH

Development of a strategy for the division system-logistics; development and management of the project „Center of Supply Logistics“ for Daimler plant Hamburg-Harburg and Berlin; development of a modular supply chain systems for the „Landesbetrieb Krankenhaus Hamburg“ (LBK)

www.hansetrans.de

References Jens Tiedemann (excerpt II)



Polzug Intermodal GmbH

www.polzug.de

Planning and operation of container block trains from Black Sea via Tbilisi, Baku and Caspian Sea into Central Asia (US military cargo)



SPAR Handels AG

www.spar.de (after merger now -> Edeka)

Planning and operation of new logistic center (vegetables) with 17.000 m² / 14 mio. € investment near Heilbronn/Germany



tts Global Logistics GmbH

www.tts.de

Development and operation division strategy for the contract logistic of the corporate enterprise

References Ulrich Görg (excerpt I)



Elbe Obst Erzeugerorganisation r.V.

www.elbe-obst.com
www.red-prince.de

Development positioning, slogan and brand identity for a new apple variety, development promotion concept, nationwide execution, PR



Grossmann Feinkost GmbH

www.grossmann-feinkost.de

Market Research, Development brand framework and corporate mission statement



Obst vom Bodensee Vertriebs GmbH

www.obst-vom-bodensee.de

Brand Consulting, Development sales promotion concept, nationwide execution, PR



Beiersdorf AG

www.nivea.com

Brand communication consulting, development optimization concept for brand slogan

References Ulrich Görg (excerpt II)



Popp Feinkost GmbH

Market research, brand relaunch/refreshment
brand identity, development brand framework
and corporate mission statement

www.popp-feinkost.de



Sara Lee Coffee & Tea Germany GmbH Consulting brand communication, development
of a new positioning statement / brand slogan

www.senseo.de



Tchibo GmbH

Marketing brand management roasted coffee
brands „Beste Bohne“, „Feine Milde“, „Sana“,
„Gold Mocca“, „Family“; development and launch
premium coffee range „Private Kaffee“

www.tchibo.com



Unilever GmbH / Iglo GmbH

Product brand management: development and
launch of diverse product innovations (frozen
ready meals snacks and soups -> brand „Bistro“)

www.unilever.com
www.iglo.de (Iglo divested to Permira in 2006)

Vita Jens Tiedemann

Jens Tiedemann, MBA

studied economics and organization with focus on logistics and organizational theories at the University of German Federal Armed Forces in Hamburg (MBA). He looks back on more than 20 years experience as managing director and head of logistics in renowned trading companies in the field of logistics and consumer goods. Since year 2000 he is an entrepreneurial management consultant and has conducted diverse projects eg. as interims manager in the field of FMCG (fast moving consumer goods) both on manufacturer and retailer side. Since 2007 he has managed a significant logistic project in Georgia on behalf of a subsidiary of the port of Hamburg.



Core Competences

- Cost Analysis, Reorganization of logistic processes
- Cost Management, Crisis Management
- Corporate Analysis
- Business Process Optimization

Vita Ulrich Görg

Ulrich Görg, MBA

is banker and finished his studies of economics with key focus on marketing at the University of Applied Science in Münster. Since 1986 he has worked as product manager and head of marketing for international companies like Unilever, Sony and Tchibo. In year 2000 he switched to the consultancy side and became deputy managing director of the Hamburg based office of Interbrand, one of worlds leading brand consultancies. In 2003 he founded his own company with renowned clients and numerous ambitious projects for small/medium-sized companies and corporate groups as well. He published diverse articles and reference books and is guest lecturer on congresses and at universities.



Core Competences

- Marketing and Branding
- Product and Corporate Brand Development
- Strategy Development, Positioning
- Marketing and Communication Management

Contact

Challenge us – we are looking forward to solve new tasks!

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