Brightpoint Acquisition Manual

Description: The Acquisition Manual on Brightpoint is published for two purposes, firstly to identify the company as a potential acquisition target and secondly, to fully analyse all aspects of Brightpoint so that potential purchasers or investors have all the information necessary to enable an objective appraisal. Nasdaq Stock Exchange listed company. The Acquisition Manual on Brightpoint is written in concise and explicit terms which provide exactly the right level of information for each management function within the predator company to enable the formulation of forward strategic plans and attack campaign tactics. The Acquisition Manual on Brightpoint consists of three sections. 1. The Acquisition Database for Brightpoint consists of 20 parts, comprising: The Chairman's Overview; The Chief Executive's Summary; The Financial Controller's Balance Sheets; The Marketing Director's Objectives; The Sales Director's Targets; Corporate Development Stratagem; Product Management Tactics; Overseas Development Guide; Product Distribution & Customer Service Planning; Advertising + P.R. Department Management; Market Research Issues; Administration & Customer Handling; Human Resources Director's Screening Manual; Quality & Product Control Handbook; New Product Development Blueprint; New Technology Primers; Physical Process & Order Handling Schema; Competition Analysis; Product Perceptions; and Customer Perceptions. 2. The Market Research Database for Specialist Retailing. 3. The Business Planning Database for Brightpoint. This publication is presented as a DVD containing the entire web and databases and in addition the data is available online. The DVD-Rom allows readers to access and reproduce the information in their own documents or reports. In addition, the tables and databases published in the reports are available (as Access & Excel formats) on the DVD to enable readers to use these databases for their own spreadsheet calculations and modelling. 14884 pages, 18833 spreadsheets, 18258 database tables, 613 diagrams & maps.

Contents: The Acquisition Manual on Brightpoint identifies Brightpoint as a potential acquisition target. The Acquisition Manual on Brightpoint is concise & explicit, allowing a predator to formulate strategic plans & campaign tactics. There are 3 sections. 1. Acquisition Database for Brightpoint in 20 parts: Chairman's Overview; CEO's Summary; Financial Balance Sheets; Marketing; Sales Targets; Corporate Stratagem; Product Management; Overseas Development; Product Distribution; Advertising; Market Research; Administration; Human Resources; Quality Control; New Products; New Technology; Physical Process; Competitors; Product & Customer Perceptions. 2. Market Research on Specialist Retailing. 3. Business Planning for Brightpoint. 14884 pages, 18833 spreadsheets, 18258 database tables, 613 diagrams & maps.

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