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01 — 06 · SIX ENGAGEMENTS

Proof, not a pitch.

Selected engagements led by HPF's strategic advisory partner, spanning brand architecture, operations, and growth strategy across the GCC and international markets.

CLIENT NAMES WITHHELD UNDER NDA

CASE 01/06 AUTOMOTIVE ACCESSORIES · WHOLESALE, RETAIL & D2C

GCC

Post-Merger Operating System for a Multi-Brand Automotive Accessories Group

THE SITUATION

Following a merger, the combined entity faced two sales teams with overlapping customers, no shared organizational hierarchy, significant overdue receivables, inconsistent supplier quality, and zero real-time inventory visibility across channels.

KEY OUTCOMES

- A single, unambiguous reporting structure that eliminated post-merger friction between two newly combined teams
- A build-ready ERP specification giving real-time inventory and receivables visibility for the first time in its history
- A board-ready path from unbranded reseller to proprietary premium brand, with D2C as the primary growth engine

10

ERP modules specified end-to-end, ready to issue to vendors

KEY DELIVERABLES

- Gap-to-impact report
- Lean org structure & reporting chart
- ERP SRS (10 modules)
- Brand positioning & GTM plan

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Removing Human Dependency from Sales — AI-Automated Subscriptions and ERP for a Car Care Business

THE SITUATION

The entire sales engine ran through field technicians — every subscription, renewal, and upsell depended on a technician choosing to report it, creating structural revenue leakage and zero visibility into true subscriber numbers.

KEY OUTCOMES

- The leakage that was quietly capping revenue is gone
- The business no longer depends on any single technician to sell, renew, or retain a customer
- Subscriptions now sell and renew themselves through automation
- Full, real-time visibility into subscribers, revenue, and operations for the first time in company history

> “Every subscription dirham now flows through a tracked, auditable system.”

KEY DELIVERABLES

- Leakage & gap audit
- AI WhatsApp subscription system
- End-to-end ERP implementation
- Redesigned, employee-independent sales process

Rebuilding the Brand and Operating System for a Pet Care Startup

THE SITUATION

The business had grown on instinct rather than system: no coherent brand identity, no scalable subscription structure, and no operational backbone capable of supporting expansion — with booking, retail, and grooming running on fragmented, disconnected systems.

3

subscription tiers replacing one flat, one-size offer

KEY OUTCOMES

- A unified brand identity positioning the business to expand across locations with confidence, not guesswork
- A subscription architecture engineered for predictable, compounding recurring revenue
- One scalable operating roadmap replacing a patchwork of disconnected tools

KEY DELIVERABLES

- Brand & positioning audit (v1–v5)
- Three-tier subscription model
- Operating-system SRS
- Vendor qualification form

GCC

Founder Strategy and Operations Blueprint for a Wellness-Vending Scale-Up

THE SITUATION

The business had proven its model with a live vending network and an imminent e-commerce launch, but was scaling on instinct — needing a codified growth strategy and an operating backbone to reach a multi-city network without manual processes breaking under growth.

12–18

month target to go from one machine cluster to a multi-city network

KEY OUTCOMES

- A codified strategy aligning founder, investors, and future franchisees around one growth thesis
- An operating backbone engineered for a multi-hundred-unit network from day one, avoiding a costly mid-scale rebuild
- A performance-based growth channel scaling reach without inflating fixed marketing spend

KEY DELIVERABLES

- Strategy Sprint™ document
- Agent & Affiliate Program design
- Operations Blueprint
- Stage-gated scaling playbook

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CASE 05/06 FOOD-TECH · CENTRAL KITCHEN OPERATIONS

UAE

ISO-Aligned SOPs for a Multi-Kitchen Food-Tech Operation

THE SITUATION

The business ran a central-and-satellite kitchen model without documented, auditable processes. As order volumes grew, the lack of standardization put on-time-in-full delivery, food safety, and customer experience at risk.

KEY OUTCOMES

- A documented operating system that scales independently of any one person's memory or presence
- Clear, end-to-end accountability across kitchen, quality, and delivery
- A measurable quality baseline the team can hold itself to as order volume grows

78–83%

On-Time-In-Full delivery target

≤3%

Food waste ceiling

≥59

NPS target

KEY DELIVERABLES

- Top 10 SOPs (ISO-aligned, audit-ready)
- RACI matrices
- Embedded KPI framework

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CASE 06/06 CONSUMER NUTRITION · FMCG

South Asia

Positioning a Clean-Nutrition Brand for a Strategic Strategic Acquisition

THE SITUATION

A family-founded nutrition brand had a genuinely differentiated, certified product line but no formal corporate narrative, go-to-market structure, or investment story — and needed repositioning for an acquisition conversation with leading strategic players.

KEY OUTCOMES

- A single, compelling investment narrative in place of a strong product with no story to tell
- A go-to-market plan engineered specifically around the acquirers the brand is targeting
- A funding ask sized and framed to carry the brand straight through to its acquisition timeline

24–36

month acquisition timeline the narrative and funding ask were built around

KEY DELIVERABLES

- Corporate DNA & Business Model Canvas
- 12-month marketing plan
- Seed round pitch deck

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SIX ENGAGEMENTS. ONE STANDARD.

Book a Clarity Check

A focused session on where your brand, operations, or growth engine is leaking value — and what a build-ready fix looks like.

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