

# Case study

Corporate consulting

*We assist clients by maximising value from their IP through a wide range of assignments..*

## Commercialisation assignments for organisations

Dr Kate Andrews, Partner, Consulting, BDO Kendalls

### Highlights

BDO understands the competitive business environment and how IP contributes value in that environment. We assist clients by maximising value from their IP through a wide range of assignments, some of which are shown below.

### How we helped

#### **Commercialisation Strategy and Plan – NGO Service Provider**

Our client is a progressive NGO achieving outstanding results in drug and alcohol rehabilitation. BDO Kendalls assisted the client “package” its commercial value proposition, integrating its IP for sustainable competitive advantage.

#### **Commercial Opportunity Assessment – Food Manufacturer**

Our client is a mid-sized company specialising in innovating and commercialising food products. BDO Kendalls was engaged to identify and package our client’s intellectual assets for sustained delivery with a view to maximizing the value of the company. BDO Kendalls further assisted the client develop a sustainable innovation approach.

#### **Maximising IP for Growth – Professional Services Company**

Our client is a small business specialising in organisational surveys, predominantly in the health industry. BDO Kendalls was engaged to identify its IP and plan how to protect and leverage that IP to grow the business in line with the owners objectives.

## Related links

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### **Commercial Feasibility Assessment – Marketing Company**

BDO Kendalls was engaged to undertake an evaluation of the commercial feasibility of an in-house marketing system. Further BDO Kendalls recommended an optimal path to market for the product and service offering.

### **Commercial Feasibility Assessment – Software Company**

BDO Kendalls was engaged to undertake an evaluation of the commercial feasibility of an in-house administration system.

## For more information

Phone 1300 138 991 or visit [www.bdo.com.au](http://www.bdo.com.au)

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