



# *Uri Dahan & Co.*

*Economic and Business Consulting,  
Investment & Capital Raising*

## **Company Profile**

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## **A. Introduction**

- ☞ Uri Dahan & Co. specializes in economic and business consultations in a variety of fields; business guidance, accompaniment and management.
- ☞ The company is engaged in a wide range of economic studies, such as business plans, feasibility studies, firms and projects valuations, economic and financial statements of opinion on complex projects, economic research, surveys, etc.
- ☞ Uri Dahan & Co. enjoys a reputation for professionalism, objectivity, credibility, discretion and dynamism.
- ☞ Uri Dahan & Co. consults and accompanies a wide range of clients, including government offices and agencies, public institutions and public and private firms.
- ☞ The company offers its clients knowledge and experience that was accumulated in the process of working with hundreds of clients in a wide range of fields; an in depth understanding of business and economical processes in the areas of business activity, strategic and marketing development; financial, budget planning and pricing; defining and improvement of computerized working processes and procedures and more.
- ☞ The company's work is characterized by "wide vision", readiness, ability and flexibility to adapt itself to different demands.
- ☞ The company possesses a rich experience in a wide range of lectures and guidances for different purposes.
- ☞ The projects are executed with clients' cooperation on every stage of execution, in accordance with character of the service given.
- ☞ Service quality, professionalism and presentational standards are checked constantly and meticulously.



## **B. Main Lines of Activities**

### **1. Business and Economic Consulting and Research**

- ✓ Preparation and Presentation of Business Plans
- ✓ Diversified Forecasts
- ✓ Feasibility Studies
- ✓ Economic Evaluation of Firms and Projects
- ✓ Strategic Planning and Pinpointing of Strategic Weak Points
- ✓ Planning and Applied Business and Market Strategy
- ✓ Industrial Analysis and Analysis of Markets' Structure
- ✓ Diversified Economic Statements of Opinions, Including Depositions for Legal Economic Claims and/or Negotiations and Arbitrations of Business conflicts

### **2. Businesses Accompaniments and Development**

- ✓ Assistance and Ongoing Business Accompaniment in Managerial Spheres, Financial Operations, Money Management and Financial Information Systems
- ✓ Application and Accompaniment of Business Plans
- ✓ Promotion and Financial Management of Complex Projects
- ✓ Accompaniment of Growing Firms
- ✓ Budget and Pricing: Planning, Development, Accompaniment, and Auditing
- ✓ Planning and implementation of Recovery Programs
- ✓ Accompaniments of Assets Dismantling, Firm Liquidity and Re-Assembling Processes
- ✓ Establishing Inner Organization Inspections Systems
- ✓ Formulation and Development of General, Financial and Market Procedures and their Assimilation.



**3. Investments and Capital Raising**

- ✓ Representation of Investors
- ✓ Preparation of Investment Portfolios for Various Projects
- ✓ Capital Cost Accounting and Capital Financing
- ✓ Financial Analysis of Investments and Projects
- ✓ Accompaniment of Complex Investments

**4. Other Activities**

- ✓ Participation as Members of Boards of Directors in a Large Number of Companies and Corporations.
- ✓ Lectures and Guidances on a Wide Range of Topics, Including Management, Finances, Working Procedures, Marketing, etc.
- ✓ Economic Research on a Variety of Topics, Including Economy and Society, Employment, Management, Finances, etc.
- ✓ Preparation of in Depth Economical Research Articles on a Wide Range of Topics for Different Newspapers and Magazines.



## **C. Characterization of Company's Activity**



### **Consultation and Accompaniment in the Private Sector**

In the company's work with the private sector, it assists to and accompanies a wide range of firms and businesses in the areas of management, marketing, finances and financial operation; business establishment and development; planning and implementation of business and marketing strategies; money management; obtaining of financial information; operational planning and aiding in execution of recovery programs; definition and assimilation of working procedures in general and of marketing and financial computerized procedures in particular; strategic planning and pinpointing of strategically weak points.

For organizations and corporations of all sizes, ranging from small to large businesses, the company offers assistance in the planning and supervision of budgets and cash flows; building of computerized models for planning and control; pricing of different activities; construction of pricing models and supervision; feasibility studies with the optimal combination of economic targets, and implementation of organizational goals and assistance in their planning and assimilation.

The company specializes in continuous accompaniment of and guidance to businesses, including: construction and assimilation of optimal working procedures; business establishment; improvement of the managerial skill in general and of managing of the different departments in particular (finances, marketing, operation, information systems, etc.).

The company also specializes in capital raising through government and public funds; investors mobilization; accompaniment of negotiations with investors, etc. In addition, the company assists the businesses in obtaining governmental aid (approved enterprise, the fund for marketing encouragement, chief scientist and more).

The goals of the company are to assist businesses which it accompanies to achieve higher levels of activity and to improve the managerial level, and as a result to yield higher income and profit.



 **Consultation and Accompaniment in the Public Sector**

Consultations and accompaniments in a wide range of topics, including feasibility studies from the point of view of the public sector or the government office vs. the private sector; statements of opinion to economic questions that are derived from the organizational policy; promotion, guidance and financial management of complex projects; aiding in planning, preparation, presentation and monitoring of budgets execution; preparation of presentations and introduction to decision makers.

 **Economic Research and Analysis, Publications and Other**

The company conducts a wide range of research and surveys assignments on the macro and the market levels; analyses of structure characteristics of markets; economic analysis of processes; financial analysis; planning and analysis of the economic aspects of different projects; handling of all aspects related to the tariffs of different projects.

In addition, the company prepares a variety of in depth economical research articles on a wide range of topics for different newspapers and magazines. Among the company's research articles are an international comparative research on the topic of Postal Banks in the western world; construction of economic model and definition of criteria for the budgeting of Culture and Art institutions; construction of a research model for the analysis of employment situation in Jerusalem and many more. The company's articles have been published in such newspapers and magazines as "HaOlam HaZe", "Business Venture in Israel" and more.

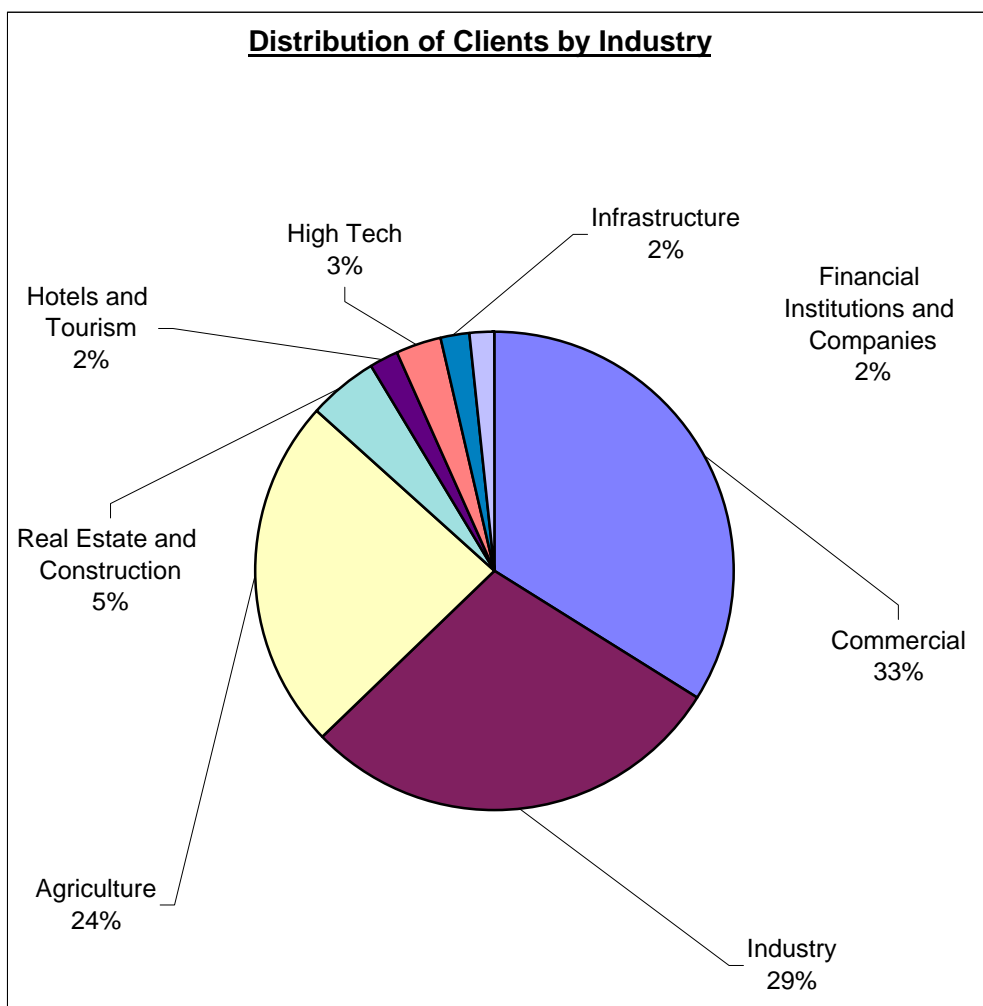
The company specializes in a variety of lectures and guidances, including professional guidances; management guidances; guidances in the different fiels of business management, etc. The company has a rich experience of lectures and guidances to business consultants, as a part of their professional training; guidances on the topic of governmental aid to businesses; the sources for capital raising for businesses in general and for micro and small business in particular; computers applications for management of small businesses, and more.



**D. Illustration of Company's Activity**

**D - 1: Distribution of Clients by Industry**

1	Commercial	28%
2	Industry	26%
3	Agriculture	22%
4	High Tech	9%
5	Real Estate and Construction	8%
6	Hotels and Tourism	3%
7	Infrastructure	2%
8	Financial Institutions and Companies	2%
<b>Total</b>		<b>100%</b>



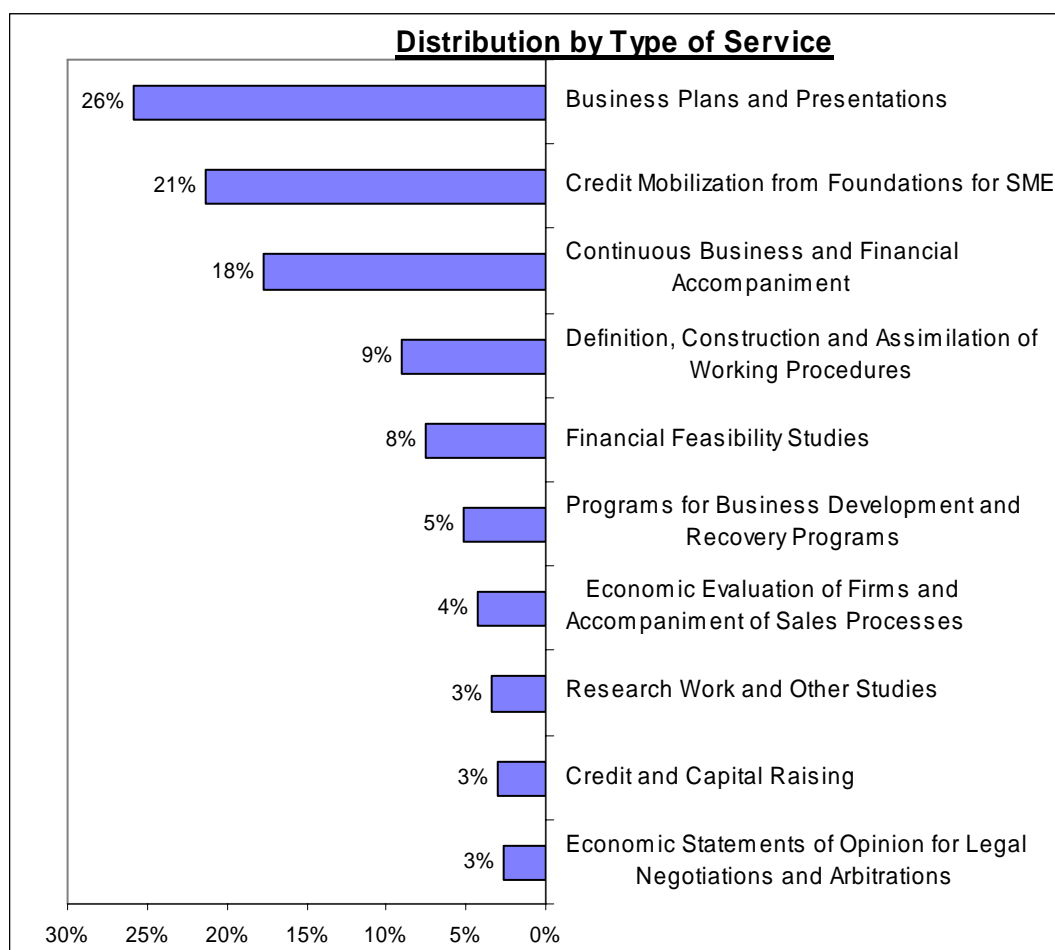




**D - 2: Distribution by Type of Service**

1	Business Plans and Presentations	26%
2	Credit Mobilization from Foundations for SMEs	21%
3	Continuous Business and Financial Accompaniment	18%
4	Definition, Construction and Assimilation of Working Procedures	9%
5	Financial Feasibility Studies	8%
6	Programs for Business Development and Recovery Programs	5%
7	Economic Evaluation of Firms and Accompaniment of Sales Processes	4%
8	Research Work and Other Studies	3%
9	Credit and Capital Raising	3%
10	Economic Statements of Opinion for Legal Negotiations and Arbitrations	3%

**Total** **100%**





## **E. The Leading Team - Curriculum Vitae**

### **Uri Dahan**

Since 1992, founder and manager of “Uri Dahan & Co. – Economic and Business Consultants”, has a vast and diversified experience in the different domains of business consulting and accompaniment. Accredited in 1987 by the Hebrew University of Jerusalem in Economics and Business Administration and Management, with specialization in Finance and Banking (MBA degree).

1988 – 1992, Manager of the Economic Department in the Postal Bank of Israel. The position included preparing economic statements of opinion involving promotion of the Bank’s interests vis-a-vis the authorities; feasibility studies and surveys for potential products; comparative review of worldwide Postal Bank activities; analyses of capital structure of firms, based on involvement in firms’ activity and analyses of financial and other reports, etc.

1987 – 1988, Director and evaluator of government companies at the Ministry of Finance in the fields of housing and energy. In this framework was also occupied with evaluation of companies’ performance. Served in the Board of Directors at companies such as: National Petroleum Company, the Geofisical Institute, Karta – Real-estate Company for the Development of Jerusalem, the Company for the Development of the Jewish Quarter of Jerusalem, Afridar Ashkelon, Heled Petach-Tikva, etc.

### **Avi Cohen**

Business consultant and C.P.A – specializes in a variety of economic analyses, business accompaniments, investments, marketing, financial information systems, administration and human resources. Accredited by the Hebrew University of Jerusalem in Economics and Business Administration and Management (MBA) and Audition (C.P.A.)

2000 - 2002, administration and finance manager in a government company “Wolkan Accumulators”. The position included finance management; preparation of forecasts and other material for the board of directors and the Israeli stock exchange; investments, banks relations; negotiations with employees; construction of decision making tools – computerized models of financial management, pricing, stocking, etc.



1998 – 2000, financial manager in a government company “Mordecai Aviv Construction LTD” and the daughter companies. Dealt with planning and feasibility studies of real estate projects; financing procedures with banks and other companies; handling of the legal affairs; assimilation of an integrative organizational software (ERP), etc.

1994 – 1998, financial manager in a MANAM company (owned by “Martens Hoffman Consultants”, AMNAT and “Man Power”). The company provided training services to the Ministry of Education. The position included financial managing; periodical reports to the board of directors; pricing; tenders submission; financial feasibility studies; negotiations for business cooperation needs, etc.

## **Yaniv Cohen**

Consultant and an entrepreneur in the food and restaurants fields. Has established several successful food businesses and has about 11 years of experience as consultant in the field. His background and experience were acquired in the process on establishing, maintaining and accompaniment of his own and others food businesses. Since 2002, a law student (expected to graduate this semester).

Since 2002 – owner and manager of a Spanish style restaurant, which is ranked as one of the most successful in Jerusalem. Produced the business idea, initiated and established the restaurant. Prior to its establishment, had a period of qualification in Spain. In parallel to this, was a partner in a bar restaurant with an international menu.

1997 - 2001, a partner in a veteran and famous dance bar in Jerusalem. Prior to his involvement, the place had serious difficulties. His involvement brought the business back to success. Today it is one of the most successful clubs in Jerusalem that offers, in addition to a diverse menu, artist performances and dance nights. A school for barmen operates within its framework, in cooperation with “Bar Tender” company (a leading Israeli barmen training company).

In the course of his career has participated in a variety of professional courses and trainings in the fields of food, drinks and wine.



## **Tomer Gamliel**

Since 2005, a business consultant. Expertise in finances and financing. Accredited by the Academic College of Engineering of Jerusalem in Software Engineering and toward completion of Business Administration and Management studies, with specialization in Finance and Performance Study (MBA) in the Hebrew University of Jerusalem.

2004 – 2005, evaluator of transactions room and investments and loans in the Tfahot – Mizrahi Bank. Dealt with loans assessment and interest rates fixing on investments.

2002 – 2003, CEO assistant in a “Shreiber Group”, Jerusalem, an advertisement and marketing company. The position included management of marketing accounts of various clients (L’Oreal, J&J, Trima, etc.), business development, negotiations with service providers, communication and human resources, computerizing of the company and construction of the company’s website – characterization of contents, project management.

1997 – 2002, deputy manager of logistics department and spare parts warehouse in Lucent Technologies, Jerusalem. The position included stock management in concordance with the working plans of the company, planning of production according to the marketing forecasts, programming and follow-up on subcontractors working plans, working procedures construction, development of gathering procedures for production teams, product control from development to production. Responsibility over a team of 10 employees, some of whom in USA.

In addition to the leading professional team, several other economists are employed. Also, the firm has working relations with a large number of consultants and professionals in complementary fields. Among many others, the firm has relations with an architecture consultant, industrial and management engineering consultants, an organizational consultant, a chef with many years of experience, programming and implementation personnel in the fields of information and computer applications, etc. The firm employs also additional professional consultants with diverse background and experience on an ad-hock basis, in accordance with the tasks at hand.

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**Business Profile - List of Representative Customers and Services**



<u>Name of Company \ Corporation</u>	<u>Type of Service</u>	<u>Subject \ Service</u>
<b>I Private Sector</b>		
1 Ogentech Ltd - monitoring and optimization of business information systems	Business plan for BIRD fund	Business plan and accompaniment in receiving a grant from the BIRD fund
2 Levine Steel - Trade and steel working services Ltd.	Business assistance and aid in capital raising	Financial and marketing analysis, definition of targets, and recommendations following a change in company operations
3 Kfar Ruth Views, Ltd	Economic statement of opinion for court	Preparation of statement of opinion for court on the economic damage of profit losses that was done to the company because of agreement breach
4 Panorama Ltd.\Europan Ltd. - photography, production, design and aerial photography	Business plan	Assistance in preparation of request for purchase of a structure
5 Panorama Ltd.\Europan Ltd. - photography, production, design and aerial photography	Evaluation for capital raising	Evaluation for the purpose of locating partners and investors
6 TeleFlight Ltd - manufacturing and marketing of unmanned systems	Business plan and presentation to investors	Business plan for capital raising for the financing of development and marketing activity of unmanned systems (mainly aerial systems)
7 Proportziya - National Center of Plastic Surgeries, Ltd	Prospect for the purpose of selling / mergering the company	Preparation of prospect for the side interested in investment in company including indication for costing and assistanse in merger
8 Haikenen Israel (through the Tempo Company)	Consulting and current assisstance	Aid in collecting business information, analsis of market condition and of posotion of company goons as against the competitors, marketing consulting
9 Moran Stationary Ltd. - Retail and Wholesale Trading	Evaluation for capital raising	Evaluation for the purpose of exchange of shares with a subsidiary of "Super Sol"
10 Kodan - Marketing of Medical and Nursing equipment, Ltd	Evaluation and merger / selling treatment	Evaluation for the purpose of acquisition by or merger with apublic and munucipal company
11 Mor Urbanica Ltd - enterprise for recreation village on the Dead Sea	Statement of opinion	Economic statement of opinion for breaching of agreement by partners and land owners and causing damage and loss of profits
12 Talabie Site - Catholic Church	Business plan, "zero report"	Business plan for characterization of structure of activity, feasibility study of financing of real estate
13 DPA Medical Ltd - medical recovery solutions	Busines assistance, business plan, capital raising	Business development accompanimant, business plan, accompaniment of capital raising procedures for the expantion of activity
14 Zalman Barashi and Bros. Ltd. - Infrastructure	Business assistance and raising of financing	Management, financial and computerization consultancy, banking assistance and pricing of activities
15 Mount of Olive Hotel	Review and economic feasibility study	Concentration of activity data, economic feaisibility study and analysis of received data's sensitivity to eradicated variables
16 TEAM Furniture Chain - furniture marketing nation-wide	Economic statement of opinion	Pricing of network costs, and advisory on payment system for chain of furniture stores being established
17 TEAM Furniture Chain - furniture marketing nation-wide	Economic statement of opinion	Feasibility study and balance analysis for joining the chain for a single store
18 TEAM Furniture Chain - furniture marketing nation-wide	Business plan	preparation of business plan for entrepreneur interested in joining the chain through concession
19 Mumgian Jewelry - gold jewelry manufacturing plant	Pricing of financial tools	Consultancy on use of financial tools for elimination of risks due to world-wide fluctuation of gold prices
20 Y.Y. Shpielman Vehicle Services Ltd - supermarket for vehicle survises	Economic statement of opinion for court	Preparation of an opinion for court on damages caused to the company by the municipality of Herzliya
21 Senior Citizens Housing in the north	Feasibility study	Feasibility study of company's merger with big financier for the pupose of activitis widening
22 M. Bruchim and Sons - Electric Products Importers	Pricing and business assistance	Improving efficiency opposite bank, import activity pricing by profit centers
23 Casino Ship	Economic feasibility study	Economic feasibility study for the operation of the Casino Ship
24 Jerusalem Roofs (1993), Ltd	Evaluation	Evaluation for acquisition of the company's part
25 The Neve Dan Country Club	Statement of opinion and pricing	Evaluation of benefit due to transfer of land rights to external body

26	Roxa & Korotz - Electro Dag Ltd. - Smoking and pickling of specialty sea food	Business plan and aid in capital raising	Business plan for gaining bank financing
27	A.G.L. Wooden Products, Ltd (Furniture Direct) - marketing of furniture products	Business assistance, pricing works and procedures	Pricing of company departments' functionalizing and advising of activity standards of the departments, definition of work procedures
28	A.G.L. Wooden Products, Ltd (Furniture Direct) - marketing of furniture products	Business Plan	Business Plan for definition of goals from the side of investment needs and aid in investors raising
29	A.G.L. Wooden Products, Ltd (Furniture Direct) - marketing of furniture products	Assistance and marketing consulting for Internet	Aid and assistance in the process of site establishment and marketing development through Internet
30	Sweden - Construction and Investment Ltd.	Business assistance and feasibility study	Assistance in debate over financing method and presentation of company to investors
31	Sweden - Construction and Investment Ltd.		Preparation of overall presentation of the company projects and aid in representation of the company to investors
32	Deal Hotel - Internet sites with specialization on hotels	Business, strategic and marketing conselling	Guidance in business development, definition of activity model, accompaniment in negotiation with potential investors, etc
33	Cintera Corporate Identity Ltd - marketing and PR relations	Business plan for capital raising	Business plan for capital raising for the development of activity (employees recruitment and marketing improvement)
34	Medi Plus - pharmacies network	Business plan and accompaniment	Business plan and capital raising procedures accompaniment for another store establishment
35	Aroma - franchise HaZahav Mall, Rishon Le Zion, for operation of another store	Business plan, financing plan	Business plan and accompaniment in capital raising for investment in franchise establishment
36	Enfinity - software house	Business plan, business accompaniment	Business plan for business development, accompaniment in receiving government grants
37	Lasova - gluten free food products (for Celiac patients)	Presentation for Approved Enterprise and accompaniment	Business plan in accordance with the government demands, submission, handling and accompaniment for the Approved Enterprise status
38	Kakadu - wood crafts, moshav Zafririm	Business plan for capital raising	Business plan for opening of another store ("factory store" near the company's factory) and presentation to investors
39	Zachi Doga and Sons Ltd. - Construction	Business assistance, pricing of activity and capital raising	Financing-banking consultancy, operation of financial and managerial matters
40	Zachi Doga and Sons Ltd. - Construction	Economic statement of opinion for court	Preparation of an economic opinion for court on damages caused to the company by the bank's not standing at its liabilities
41	N.Z. Adika (trade) Ltd - retail trade	Statement of opinion and pricing	Pricing of the company as a whole and of each branch separately, expert statement of opinion to Court for damage due to non operational branch
42	Keren Or - Cleaning Services	Financial assistance	Capital raising for company's activity, construction and assimilation of financial managing instruments
43	Katz Infrastructure Industries - a public company for manufacturing and marketing infrastructure products	Business assistance and raising of financing	Overall banking and financing assistance, management consultancy, marketing and information layout, assistance in financial operation
44	Reshef Parsa Engineers - Infrastructure operations	Business assistance & statement of opinion for court	Assistance in escaping liquidity problems, analysis of flow predictions, and presentation of opinion to court for composition of creditors
45	Dagan Industries Ltd. - Manufacturers and marketing of construction products	Business assistance and business plan	Assistance in financing
46	Diplomat Spare Parts - Trade in vehicle spare parts	Evaluation	Evaluation for adding a partner to the company
47	Carmel Mortgage Bank Ltd.	Evaluation	Evaluation for merger transaction
48	The New Central Bus Station	Evaluation for the purpose of capital raising	Evaluation for IPO
49	Dairy farm kibutz Negba	financial analysis prior to investment plan	Various financial studies of development for investment needs derived from change in policy of dairy farming
50	Sahar Securities Ltd. - brokerage company	Evaluation	Evaluation for IPO
51	Kani - an Israeli real-estate group	Evaluation	Construction company - for IPO
52	Canyon Sport - group of investors	Business plan	Plans for group of entrepreneurs to establish a sports shopping mall
53	Eli & Sason Barashi, Ltd - infrastructure company	Business assistance	Treatment of financial and administrative subjects in the company
54	Professional Clinic - Plastic Medicine	Capital raising and feasibility examination	Feasibility examination of applying laser eye surgeries into work
55	Red Roof - building contractual company	Business plan	Definition, building and assimilation of financial work procedures, consulting in financial fields , etc.

56	House of Packing - Kachlon and Sons	Pricing Works and financial assistance	pricing of company's works, building of pricing computerized data base, improvement of work procedures
57	Plant Nurseries Katif - Gush Katif	Cost accounting	Plant nursery activities' cost accounting, improvement of cost accounting's computerization, building of data base for cost accounting
58	Et Ran - Food Marketing Ltd. - Import and marketing of frozen foods	Business assistance, feasibility study and assistance in capital raising	Banking assistance, examination of possibilities for adding a partner, assimilation of cash flow procedures
59	Yiluz Bros. Ltd. - isolation and height works	Business assistance	Management, financial and computerization consultancy, banking assistance, pricing of activities, etc.
60	Moshe Reuven - marketing and manufacturing packing materials Ltd.	Business assistance	Analysis of company obligo and financial recommendations for improvement
61	Adir Fencing Operations Ltd. - construction of fences	Business assistance	Assimilation of cash flow, banking assistance, and financial consultancy
62	Monsa and Sons Printers Ltd. - print shop	Business assistance	Organizational consultancy and economic evaluation of the state of the company
63	Keter Metals Ltd. -manufacturers and marketing of metal furniture	Business assistance	Assistance in arrangement with lenders, pricing of company activities, and assistance in creating import contacts
64	Lev D.A. Ltd. - construction operations in steel and wood	Business assistance	Examination of credit situation - basic pricing not yet completed
65	D.D. Yarden Ltd. - Infrastructure operations	Business assistance	Operation of financial and banking matters
66	Anigraphics - computer school, Internet-site design, graphic design	Business assistance	Financial and marketing consultancy
67	Nafgal - Construction and investment	Business assistance for the purpose of capital raising	Assimilation of flow, banking assistance, and handling of financing of a project through banking assistance
68	S.A.L. Construction and Investment Ltd. - construction company	Business assistance	Ongoing assistance in financial operations and banking assistance
69	S. Krechmeir and Sons Ltd. - coin and medal manufacturers	Evaluation	Evaluation for the purpose of sale
70	Dairy farm - Moshe Tene	Financial planning for a farm in the Negev	Financial planning, accompaniment of farm establishment in the Negev area with the aid of the Jewish Agency
71	Eddi farm- fattened animals	Business plan for capital raising	Business plan for land expansion and presentation to investors
72	Tovia Fridman, Aharon Chazut - patent investors	Presentation for patent introduction to investors	Preparation of the presentation and background materials for introduction of patent in the field of smoking cessation to potential investors
73	Photo Prizma Ltd	Business assistance	Continuous business assistance in relations with bank and suppliers, construction of working procedures, preparation of a settlement with creditors
74	Tsaisler Farm, moshav Shafir	Recovery program	Recovery program, re organization of credit structure and settlements with banks
75	King Yehuda Taxi service Ltd	Business plan, capital raising assistance	Writing of a business plan, assistance in capital raising from Small Businesses Foundation
76	Binba Keif Ltd - children playground operation	Business, strategic and marketing consulting	Business assistance and guidance, accompaniment of negotiation procedures, building of business and marketing conceptions
77	Beigel Bite - catering and events services	Business and marketing continuous accompaniment	Construction of working procedures and marketing consulting
78	HaRoim farm - sheep farm for milk and meat	Business assistance, alternatives for investment and production	Characterization of the field, definition of financial activity model, analysis of alternatives for investment and production
79	Ma'ayan Stub - garments retail	Business analysis, financial assistance	Business analysis, assistance in capital raising
80	Skan and Print - marketing and advertising	Business assistance, working procedures, financing	assistance in assimilation of financial managerial tools, pricing, assistance in capital raising, etc.
81	A. Peled Systems Ltd. - display systems	Business plan and capital raising	Raising funds from the Business Development Fund and the Chief Scientist of the Ministry of Industry and Trade
82	Tremp Ltd. - retail net marketing of camping equipment	Economic statement of opinion for court	Preparation of opinion for court on damages caused to the company by a business partner
83	ICTS Ltd. - Security counseling and marketing of security products	Evaluation	Evaluation for IPO
84	Gubran Abud - Mercantile Bank	Economic statement of opinion and internal audit	Opinion on business plan for establishment of plastic recycling plant
85	Agly Tal - company for production and marketing of food based on toffu (produced of soya)	Strategic analysis and pricing	Analysis of advantages as against disadvantages that in merger / acquisition with / by other company. Pricing analysis, etc.

86	R.B. Babies Ltd - products for infants retail	Business assistance, feasibility studies	Business assistance and diagnosis, prodtability analysis, economical research for the purpose of sale or spilt of the company
87	Simanuk Flowers - roses greenhouse	Business and marketing assistance	Representation in connections with potential marketing collaborators, assistance in negotiation, pricing of marketing cosrs, etc.
88	Kabesso Curtains - instalation and maintenance of curtains	Business, financing and marketing assistance	Assistance in all managerial fields and in capital raising, definition, construction and assimilation of working procedures
89	Tomer Wolf - construction and real estate entrepreneurship	Business assistance, business and marketing plan	Continuous business assistance, assistance in financing prosedures for a real estate project, working procedures, etc.
90	Mangol Flowers, Ltd, moshav Yad Natan - roses production, marketing and export	Business assistance and profitability analysis	Working procedures definition, computerizing of procedures, profitability analysis, business and financial assistance and counsalting
91	Dafan Optic Center - wholesale and retail trade	Business plan	Plan for market penetration and establishment of USA eyeware marketing plan and capital raising
92	Milk in Abundance - millk production partnership	Dairy farms merge - business and financial assistance, feasibility studies	Assistance in merge of 3 dairy farms and milking sevicees to other farms, business plan, assistance in financing procedures, feasibility studies
93	Giladi - dairy farm and hen house for reproduction	Financial statement of opinion and recommendations	Business and financial analysis, strenghts - weakness analysis, recommendations for future action
94	Plant Nursery Berger - moshav Ganey Tal	Business assistance	Transferring of managing instruments in general and financial managing in particular, establishment of computerized informational system, pricing, etc.
95	Kolron Textile Ltd. - button manufacturers	Business assistance	Attempt to assist company with liquidity problems
96	A.A. Recreation, Ltd - The Country Club of Jerusalem	Business plan	Business plan with enphasis to financial directions of the activities development
97	Mother's Milk from Nature	Finances raising and business assisstance	Aid in the proccess of finances raising and business assisstance in establishment proccess
98	Tal - Medical Industries	Investor's folder and Evaluation	Preparation of folder for entrepeneurs and overall presentation on the indstry in Israel and abroad
99	Architects Office - Beny Sadmy	Business and Financial Assistance	Building and assimilation of financial work procedures supported by computer system, planning and follow-up of projects
100	A group of foreign entrepreneurs	Economic statement of opinion	Pricing and feasibility study of operating a desalination plant
101	Mama Luna - Restaurant Servises, Ltd	Business plan and various economic works	Preparation of business plan, calculation of interest cost surplus spouting out of stipulation of survise with servise, etc.
102	A.D. Marketing, Ltd	Business assistance	Liabilities analysis as against current assets of the company and financial recommendations for improvements
103	Bizbuz - Interner site / specializing portal	Business plan, presentation for investors	Business plan and presentation to investors, assistance in capital raising
104	Establishment of a hostel for the Ministry of Health	feasibility study, business plan	Economic characterization on the ctructure of activity, feasibility study, business plan and presentation to the Ministry of Health



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**Business Profile - List of Representative Customers and Services**



<u>Name of Company \ Corporation</u>	<u>Type of Service</u>	<u>Subject \ Service</u>
<b><u>II Public Sector (Government Offices, Organizations, etc)</u></b>		
1 Postal Bank of Israel	Economic statement of opinion	Study of capital structure desirable for the Postal Bank
2 Postal Bank of Israel	Economic and marketing statement of opinion	Pricing and feasibility study of foreign currency operations, study of possible alternatives for marketing of this service
3 Postal Bank of Israel	Working plan	Establishment of a management information system within the Bank
4 The Ministry of Communication - Department of Cable Television	Statement of opinion and pricing	Pricing recommendations on appropriate usage fees of the shopping cable channel
5 The Ministry of Communication - Department of Cable Television	Statement of opinion and pricing	Analysis of level and structure of costs of cable broadcasts in Israel and their link to customer prices
6 The Ministry of Communication - Department of Cable Television	Economic statement of opinion	Opinion on business plans of offers on the shopping channel bid
7 The Ministry of Housing and Construction	Economic statement of opinion	Construction for rental in Eilat - feasibility for the market, for entrepreneurs and for the public
8 The Ministry of Education and Culture - The State of Israel	Economic statement of opinion	Creation of criteria for support of cultural institutions
9 The Ministry for Religious Affairs - The State of Israel	Statement of opinion and assistance	Establishment, and assimilation of criteria for support of religious institutes, through computerized system
10 The Department of Social Security at the Histadrut	Economic statement of opinion	Pricing model for services between the Social Security dept. and the Histadrut pension plans
11 Israel Nature and Parks Authority	Continuous business accompaniment	Handling of financial aspects of Nature and parks in Israel and related issues, representation to relevant authorities
12 Regional Counsel Mate Yehuda - feasibility study of hotel vs. real estate project	Feasibility study	Feasibility study of alternatives - hotel establishment vs. real estate project
13 Religious Counsell Kiriyyat Arba - Hebron	Business accompaniment	Assistance in pricing, segregation and analysis of segments in budgets of different activities and production of reports
14 The Ports and Trains Authority	Economic statement of opinion	Necessary changes and adaptation of organizational structure
15 The Ports and Trains Authority	Economic statement of opinion	Privatization of routing processes of the Ports and Trains Authority
16 The Ports and Trains Authority	Economic statement of opinion	Pricing of routing services
17 The Ports and Trains Authority	Feasibility study	Construction of the Eastern terminal in Haifa - combined transportation center
18 The Shalem Center - National Policy Center	Business assistance	Assistance in selection of bank, assistance in selection of provident fund track
19 The Shalem Center - National Policy Center	Business assistance	Assistance in creating a budgetary system and preparation of work plan for budget proposal for 1998
20 The Jerusalem Symphony Orchestra	Business assistance	Assistance in bid for hiring of an advertising agency
21 The Jerusalem Symphony Orchestra	Business assistance	Assistance in bid to purchase computer equipment
22 The Jerusalem Symphony Orchestra	Business assistance	Assistance in computerization of manpower matters (overtime, vacations etc.) using computerized tools
23 The Jerusalem Symphony Orchestra	Business assistance and internal audit	inner organizational audit+D33Financial, budgetary, and pricing assistance through use of computerization tools
24 Isreal Small and Medium Enterprises Authority	Guidance of counsellors in training	Lectures on topics of financial and business management, guidance and counselling for new counsellors joining the SME Authority reservoir
25 Business Venture in Israel - economic magazine	Economic feature articles	Research, preparation and writing of various financial articles
26 Haolam Haze - a general weekly magazine	Economic feature articles	Research, preparation and writing of various financial articles
27 Briuteva Ltd. - College for alternative medicine, product marketing and clinics	Business assistance and business plan for capital raising	Location of financial and management problems + preparation of business plan for financing activities
28 Shefi Institution - learning centers, assistance and after-school activities for children	Continuous business accompaniment	Assimilation of working procedures, marketing and organizational development, capital raising, etc