



Sustainable Growth Journey



How Can We Help You?

LAUNCH



You have a brilliant business idea, but do not possess the skills needed to develop a business concept and get started. SEEBA supports your business through a structured analysis of your business idea, identifying weaknesses and strengths. We act as the external business partner/mentor or take full responsibility for everything you need for your new start up.

CASESTUDY



Launching new business models and ideas is challenging enough, especially in a globalized world, reaching ambitious goals and becoming profitable in a short amount of time, almost impossible. We have a global trend of disruptive products and services that thanks to technology can change the mindset of the whole world in a very short amount of time. Tesla, Uber, Spotify, only to mention a few of the biggest global players are in their own unique way changing the world we live in. SEEBA has a portfolio of products and services that helps companies like the mentioned ones above to reach their full potential.

Findie is one example of how a simple idea with our help

and infrastructure became successful and profitable in a short period of time.

We have supported Findie by helping them to build their organization from the ground up, providing support in a range of fields, especially when it comes to the state of art and technological solutions that are the backbone of their business model today. Combining the latest hardware with a dedicated team and machine learning, Findie is going to become one of the big players in their field. What started out as a local project, is now, with our help, becoming a global innovation that is launching on several markets.

GROWTH



Your business grows fast, but you are having difficulties taking it to the next level. Problems occur that are hard to handle. We help you at this stage by structuring your business and securing growth. We create sustainable processes based on a concrete growth strategy, business consulting and resource planning.

CASESTUDY



Talking about how to manage and ensure growth is a topic that is constantly relevant, especially in a world that is changing faster and faster around us. SEEBA can help you in your journey by being your business partner. We

provide a range of products and services that help you with your launch. One of our cases in this category, is the Chicago based supplement and healthy products brand, NOW Foods.

Empowering Healthier Lives Since 1968, when healthy foods and natural supplements were far away from being mainstream, NOW's founder Elwood Richard started his own company to meet consumer needs for healthy food by offering affordable and high quality natural products. Still family owned 50 years later, NOW has never wavered from this mission. With the ambition to launch their products on the global market, the company has adopted a strategy of regional distribution networks and agents.

SEEBA has supported NOW Foods and their agent with adapting the business model to the local environment

and creating the necessary infrastructure to handle the challenges that a new country or region brings with it. Different regions have different legislation and organizational needs. During the launch on the very competitive Swedish market, SEEBA supported NOW Foods by providing our products and services directly to their local distributors, this maximized the potential result of the launch and guaranteed that their local partner had all the necessary business, legislative and managerial support during the whole process.

CHANGE



You have run your business for a while but you are not satisfied with its development. You need new energy to reverse the negative trend. Your company is lagging behind the competition and the result of this is reduced revenue and lack of profitability. We help you with the renewal of your business model by streamlining your business.

CASESTUDY



Electrolux is a Swedish multinational home appliance manufacturer, with headquarters in Stockholm. It is consistently ranked the world's first or second largest appliance maker by units sold. Electrolux products sell under a variety of brand names (including its own), and consist primarily of major appliances and vacuum cleaners intended for consumer use. The company has experienced 100 years of almost continuous growth and survived numerous of crises in a constantly changing world. Having the understanding that change is closely related to innovation is something that Electrolux has historically done well. But we live in a world where change is getting exponentially faster and that brings its own palette of challenges.

SEEBA is a part of a project where some of the brightest professionals become mentors for the senior management of Electrolux. Our professionals have provided support in questions related to how digitalization, new trends and global challenges impact growth and how we can provide support that will assure another 100 years of success. A mentor from SEEBA has been selected for a specific adept, the senior vice president of global operation. A new and innovative approach to growth related challenges gives SEEBA a unique position on the market when it comes to business related support to organizations that are ready to tackle the global challenges we face, and grow exponentially in the years to come.

Our Methodology

5. Evaluate

In the final stage, we measure and analyze the results. We evaluate the improvements, seek for capability gaps and identify further possibilities.

1. Identify and Prioritize

In order to be able to identify your challenges and opportunities, we need to understand the core of your business, along with your goals and ambitions. Together we prepare a pre study analysis that will enable us to assess the most significant components and an in-depth understanding of your present position on the market. We aim to determine your competitive advantages, value creation and possible capability improvements in order to take your business to the next level.



2. Rank and Assess

When the pre study is conducted, an implementation strategy with a list of priority areas is defined. The focus is on balancing short-term solutions that quickly deliver results and long-term activities aimed at transforming the company and preparing it for structured growth. This process defines how to bring the strategic plan to life and how you will implement each aspect. We set a plan with sustainable steps to complete the strategic initiative.

4. Activities and Implementation

Once we have identified, ranked and defined the solutions, the process towards achieving desired outcomes should be initiated. In this stage, we carry out and execute our plan of activities predicted for each of the stages, with reference to both short- and long term goals.

3. Define Possible Solutions

Once we rank and evaluate alternatives, and set priorities for solving the business challenges, we choose the best possible solutions together. In this step we are assessing short term actions and key performance indicators which will help us measure further development of our plan. Short term actions will help us get to a stage where we can think about more ambitious goals and ways to achieve them.

Our Services



Our model is based on a combination of different elements in the form of knowledge, resources and tools that are incorporated into an existing process or activity where together with the company manager/owner, we form a customized growth strategy.

We work with issues that are business critical, we help you and your business to prioritize correctly and, above all, ensure that the right action is taken at the right time. We combine a variety of tools to achieve proper results.

Business Development

A good and thoughtful business model is the fundamental element for business growth. Whether a business is to be started, or about to grow, the business model needs to be developed and renewed during the trip. **SEEBA** has been involved in creating business models for start-ups, reworking existing ones for better competitiveness and improving the most developed ones in both private and public organizations.

Staffing

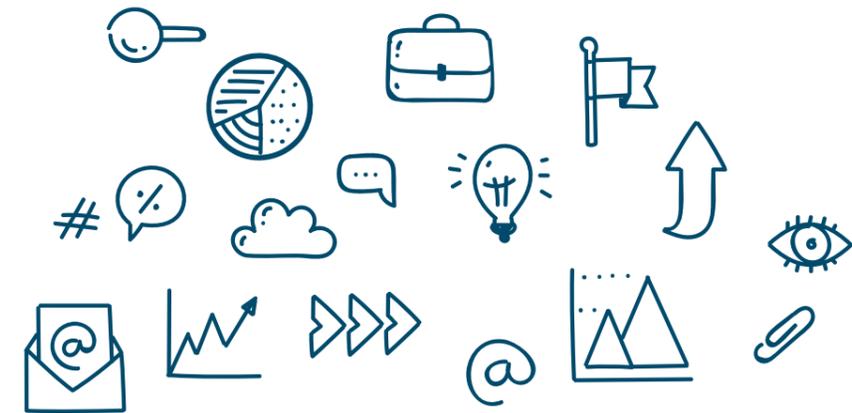
A company does not work without the right resources. **SEEBA** helps you to find the right skills for your projects, in both, short and long term. We have access to high quality that serves your organization's needs, we are working actively to always be at the forefront and offer the most cost-effective solution. For us, knowledge, attitude and "the right person at the right place" are important in all our projects. Based on your actual needs in terms of requirements and budget, we tailor a team just for you and your business.

Digital Transformation

A digital society demands constant development of businesses in order to secure future businesses in a fast changing world. For this to happen, continuous customization of your business model is required. Our digitalization service includes all the tools necessary to succeed. From service development to branding and marketing. For us, web, social media and all the other digital areas are tools that we know how to use properly, so that your results end up being excellent.

Up-skilling

Up-skilling and education is necessary during the project, but also after its completion. This is for you to be able to take advantage of the resources that you have invested in. We offer a range of services in this field, from strategic advice, problem solving, to lectures and seminars. We specialize a plan according to your needs and requirements, ready to be transferred to you and your organization.



SEEBA acts as a business partner, a complete support for leaders in the digital and analogue transformation journey that we all face.

About Us

SEEBA was founded in 2010 and has since supported enthusiastic and driven business leaders on their path to sustainable growth and development of their businesses and organizations. We are passionate about what we do and act rather as business partners than advisors. That is why we involve ourselves only in projects that we truly believe in, be it a well-known and market-leading company in Sweden or a less 'up and coming' one with great potential. It often happens that our customers' needs and challenges require us to combine our skills and experience in different disciplines to get the best overall solution. That is why **SEEBA** offers a holistic and comprehensive model, unique to its industry, which contains special skills, resources and tools, developed by our competent and forward-thinking expert team. You hire **SEEBA** to start, develop or grow your business, private or public sector, and we will support you during your magnificent journey.

The Founders

SEEBA was founded by Zlatan Bajric and Adnan Berberovic who have proven to be distinguished entrepreneurs in Sweden, receiving numerous awards for their work. Zlatan and Adnan have always strived to make a positive impact and make it easier and more profitable for individuals to run companies and organizations. They decided to combine their knowledge and experience, and establish **SEEBA** in order to support, strengthen and enable other businesses to process the same challenges as they have gone through.

SEEBA acts as a business partner and full support for leaders in the digital and analogue journey that we all face.

