



BDI Financial™
Culture transcends life, Mind that creates form

华亨诚信

What We Do

OUR CORE SERVICES

BDI FINANCIAL caters to an extensive range of industries by offering a comprehensive selection of services that includes corporate branding, A&P conceptualization, strategic planning, due diligence, management capabilities development, IT solutions, international road mapping, mergers and acquisitions.

Corporate Branding

Modern day markets are overpopulated with both large and small companies that cause an overexposure of marketing messages. This has made for a difficult landscape to get a marketing message across to intended audiences, with rising costs of getting a company's brand message noticed; cutting through the clutter that mask the essence of true brand identity has taken a more important role.

A powerful corporate branding can equip companies with credibility that adds value to their overall brand equity; this simply can't be reproduced with any sort of generic branding exercise, it requires a process centric approach in handling the entire branding campaign to maximise the returns for an organizations investment. The objective would be to formulate a campaign that will touch the hearts of people and leave a lasting impression.

A&P Conceptualization

Companies invest heavily in advertising and promotion campaigns with the hope of deriving the optimal results achievable; we adopt a blend of systematization and intangible processes to attain the maximum exposure that a corporate advertising and promotions campaign can accomplish.

Our objective has always been to conceptualize advertising and promotions campaign that will grab the attention of its audience, thus creating branding moments that will resonate with the target markets. Touching the hearts of people as culture transcends life, mind that creates form.

Mergers and Acquisitions

A successful merger and acquisition exercise requires a meticulous and systematic approach in handling the corporate strategy, finance and management that amalgamates to facilitate the buying, selling or combining of different companies.

BDI FINANCIAL manages both tangible and intangible indicators in the merger and acquisition process to minimize any adverse reactions that may arise from the implementation of bad management decisions.

Strategic Planning

The correct allocation of a company's resources when defining its strategy is a crucial element in determining the success of a strategic plan, the accurate identification of key indicators within an organization provides the fundamentals in deciding the corporate direction that an organization wishes to embark.

We leverage on intangible intellectual capital to aid in our strategic planning process, this has given us a holistic overview of the multi faceted demands that has to be met when mapping the strategic direction of an organization.

The use of sophisticated business software's in aligning the operational workflow to improve the enterprise capability of an organization is the basis in making logical business decisions, which will derive the corporate direction that will aid the company in attaining higher business performances.

Due Diligence

The use of sophisticated software's and enterprise workflow enables the company to examine the details of a potential investment by auditing the operations and management of the investment to verify any material facts available.

A set of indicators that derive from this process are used to assess the viability, sustainability and scalability of any investment to minimize the adverse reaction that would be encountered.

Management Capabilities Development

A capable management team is the key in whether you are able to effectively implement business centric plans and realize your corporate potential. Is the present management able to consolidate the organizations current position and take on new challenges for growth?

One of the key criteria is the assessment of the management's abilities and readiness for growth, as well as the resources that are present or required within the organization to successfully achieve objectives. The presence of an organizational workflow increases clarity towards enterprise capability, which leads to the realising of elements relating to business success, which are viability, sustainability and eventual scalability.

Information Technology Solutions

The accurate identifying and refining of new business and technology trends would help in improving the overall workflow and attaining high business performances for organizations. We help organizations establish leading business indicators by introducing the required Information Technology systematization and automation.

By establishing the demands of an organization in regards to the business, process, customer or system centric processes, we are able to justify the ideal IT solution that would be implemented to improve the overall enterprise capability of an organization. The key indicators that would be identified by the implemented IT solutions helps a company achieve scalability, which leads to increased profitability and exposure.

International Road Mapping

With our established consulting methodology and proven track record in assisting local enterprise in embarking on internationalization efforts; we possess critical know-how in developing and strategizing internationalization plans that help companies avoid common mistakes as they expand overseas.

We evaluate existing business competencies to determine management readiness in bringing a local brand abroad, conducting feasibility studies to ensure that adequate due diligence, systemization and tailoring of operations/strategies has been implemented to aligned the company with the demands for the local market they are venturing into.

Viable • Scalable • Sustainable

Contact Us:

BDI Financial Pte Ltd

53 Chin Swee Road

#02-05

Singapore 160053

Ph. 8102 1423 / 9681 3219

Email. info@bdifinancial.com

Website : www.bdifinancial.com