



## Your Business Improvement Partners

### Hilary Coman recognized as a Woman Business Leader in her community.

Charlotte Business Journal Women in Business 2009 recently highlighted Hilary Coman and her company, The Coman Company. Hilary received an outstanding achievement in business award from her peers and colleagues. Coman was recognized at a recent awards luncheon at the Charlotte Convention Center for her contributions to the business community.



### Company Focus

#### Understanding the Fundamentals

Understanding the fundamentals of your organization and your market is critical. Our team provides the informed, in-depth research and analysis you demand including industry and product research, focus groups and one-on-one interviews, benchmarking and competitive intelligence. We use our experience to create an analytical approach custom designed to meet your needs in a cost-effective fashion.

#### Developing Strategies to Drive Results

Understanding these fundamentals in turn drives the development of critical organizational or business strategies. Only then can a business, government, or non-profit develop the strategies needed to reach its objectives as well as the activities and metrics that compose those strategies.

#### Organizational Assessment

An organization, public or private, must be aligned and organized to achieve its objectives. To that end, we analyze organizations and their processes in order to become more efficient and effective so that they can spend their money and their time on mission critical activities.

#### Projects

- Managed the strategic planning process for a local economic development group and developed a five year plan emphasizing accountability, agency coordination and customer service
- Researched industry trends and local market realities to develop a three year strategic plan identifying cost cutting opportunities and prioritizing capital expenditures for a pre-cast concrete manufacturer
- Developed an action plan for a regional economic development group based on existing analytical base, aggressive community outreach and stakeholder interviews
- Assisted a Southeastern city to develop a revitalization strategy that targeted distressed business corridors

Hilary Coman – Founder and President



### The Coman Company helps clients to improve performance against their financial and social goals.

Working with both business and governmental clients to identify opportunities, Coman Company assists clients in market analysis, organizational assessment and strategic planning. Research, analysis and advice are important, but alone do not guarantee results. The Coman Company stands ready to support implementation of their recommendations, working with their clients to attack the situation directly and make the immediate changes necessary for success.

#### The Coman Company expertise includes:

- Design and delivery of market research
- Using fact-based research to develop strategic plans
- Business performance improvement
- Development and implementation of growth strategies

### Leadership

#### NAWBO

Coman recently finished a one-year term as president of the Charlotte chapter of the National Association of Women Business Owners

#### Levine Museum of the New South

Coman currently serves on the board of the directors of the Levine Museum of the New South



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