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908 Montford Drive  
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## Capability Statement

### Core Competencies

The Coman Company helps clients to improve performance against their financial and social goals through:

- Using fact-based research to develop strategic plans
- Developing and implementing growth strategies
- Assessing people and processes within an organization
- Identifying and developing the right mixture of information and data to enable business decisions

### Certifications/ Key Information

- WBENC: 2005110561
- City of Charlotte (SBE & MWBE)
- DUNS: 118968606
- CAGE: 3HMA5
- NAICS Codes: 541611, 541613 & 541618
- HUB - State of NC

### About the Owner

- 2008-09 President of National Association of Women Business Owners, Charlotte
- Recipient of 2009 Charlotte Women in Business, [Charlotte Business Journal](#)
- Former McKinsey and Company consultant; started her company in 2002

## Differentiators

### Strategies that Drive Results

- Strategic planning is more than a report on a shelf; it's a living document that governs the life of your business or organization
- Our strategic plans identify the goals, activities and metrics each organization or company needs to fulfill its mission
- Successful strategic plans align with ongoing operational plans to marry the long term with the immediate

### Organizational Assessment

- Organizations must be structured appropriately to grow and meet their mission
- Organizations need to have the right processes and the people in order to succeed; one is not good without the other
- We analyze organizations and their processes for them to be more efficient and effective, enabling them to focus on their mission critical activities.

### Analytical Support

- Good research underlies viable business strategies and decisions
- 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.

### Sample Coman Company Projects

- Calculated overall market size and market share for a manufacturer of industrial lubrication equipment using industry data coupled with customer interviews
- 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
- Assisted a Southeastern city to develop a revitalization strategy that targeted distressed business corridors
- Conducted an organizational assessment for a public/private affordable housing group, assessing both org design and asset allocation in light of current and future growth
- Managed study of efficiency and effectiveness of administrative functions for 16-campus state university system of higher education resulting in specific recommendations to reduce current and projected costs
- Analyzed a potential merger and collaborative opportunities between three non-profit organizations including shared services
- Worked with leading financial services company to assess key HRO vendor relationships
- Oversaw quality assurance for change management during the design phase of a major public sector shared services project
- Developed a business plan regarding a potential research institute, including anticipated economic impacts