

# Made-to-Measure Management



**Botta Management Group AG**



**Getting**

# Things Moving



**We take on your responsibilities, either on a temporary basis or for an indefinite period.**

**Our Tools:**

- Strategic portfolio management
- Realistic business planning
- Matchmaker marketing
- Implementation of control tools and management information systems
- Optimisation of working methods and process management
- Effective networking

# Short-term Management

**Areas of Expertise:**

- Turnaround management
- Troubleshooting
- Project development
- Short-term management
- Founding and restructuring companies
- Repositioning strategic business areas
- Securing financing / Participating interests

**Our Markets:**

Major national and international real estate projects

**Commercial Projects**

Business premises, shopping malls

**Leisure Projects**

Hotels, holiday and golf resorts, health, rehabilitation

**Residential Projects**

Residences, apartments, residential developments



**Charles R. Botta, President and  
CEO Botta Management Group AG**

Creative real estate management is our great passion. So we look forward to each new challenge. We place our extensive experience at your disposal in the form of management resources, either on a short-term basis or for an indefinite period of time. By in-sourcing know-how in this way, you will be able to crack many a «tough nut». We exploit our expertise and our in-depth knowledge of the market to develop solutions which are sometimes unexpected and unconventional, but always pragmatic. Our aim is not to reinvent the wheel, but to get it moving.

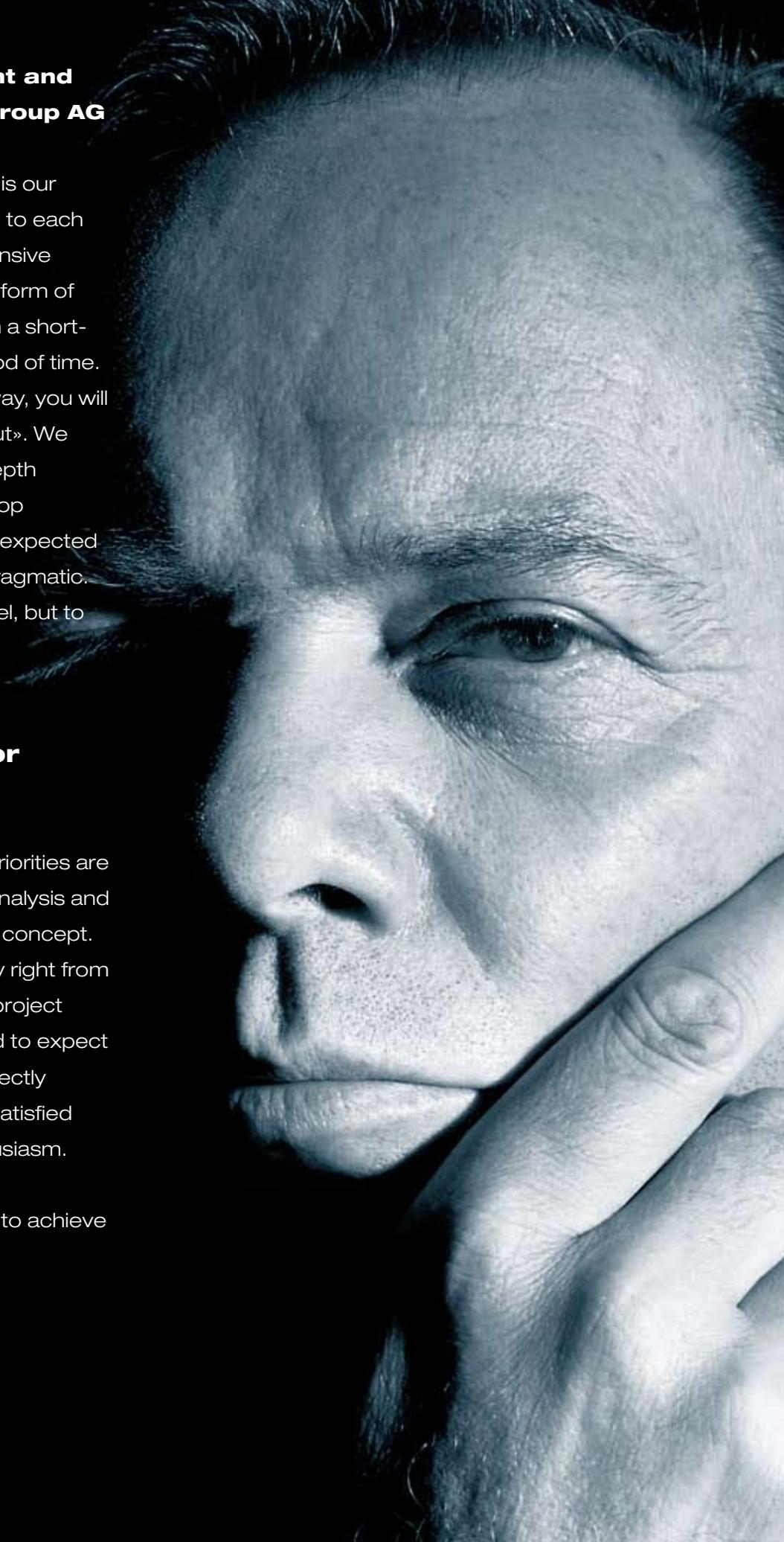
**Strategic Concepts for  
Success**

In project management, the first priorities are to carry out an accurate, honest analysis and to develop a tailor-made strategic concept. We relieve you of line responsibility right from the start, with the success of the project firmly in our sights. You are entitled to expect more from us, because we are directly involved in your projects. We are satisfied only when you are filled with enthusiasm.

What objectives would you like us to achieve for you?

A stylized, handwritten signature in white ink that reads "M. T. B. A." with a large, sweeping arch over the "T" and "B".

Charles R. Botta



«You can't afford a diver!»

**Does your income fail to match your expenditure, is the bank demanding a business plan or have you run into a brick wall with the implementation of your concept?**

**We can get your head back above water.**

# Fitness and Finances

## **Realistic Business Planning**

Professional advice is called for. We are there for you, to help you to achieve a new, independent positioning. In order to attain this objective, we ask a host of questions, assess your market, product, services, profile and resources as well as closely scrutinising your workforce and competitors.

## **Active Financial Assistance**

We are able to create a successful concept, tailored to your needs, by identifying business opportunities, strengths and potential. We then produce a professionally developed, clearly defined, well-rounded strategy to present to your financial backers and management team. This will prevent your idea falling flat due to a lack of financial resources or support.

And knowing that any concept is only as good as the people who are tackling it, we lead the way by - quite simply - setting a good example.

## **Example**

*The Residence Schönberg, Health and Rehabilitation Centre, Gunten, Switzerland  
\* 120 beds, up to 100 staff*

## **Our Involvement**

- \* General Manager, on-site operational management*
- \* Turnaround management by repositioning the clinic and its services*
- \* Budget development, controlling*
- \* Design and implementation of all company communications*

## **End Result**

*Turnaround achieved by reorganisation and by implementing modern process structures.*





**When customers stay away or planning fails to meet the needs of your target group, there will be no 'sweet fruits of success' to harvest. Our marketing strategy is guaranteed to convince you.**

# The Sweet Fruits of Success

## **Profitability Thanks to Repositioning**

As turnaround specialists, we are able to analyse every situation immediately, assessing survival chances and identifying areas where - for example - gross profits could be increased and costs reduced. We produce clear analyses, and we highlight any shortcomings and negative trends that are present.

## **Management Development**

As success-oriented managers, we are committed to developing innovative concepts. No matter what strategy we decide upon in joint consultation with you, we shall implement it single-mindedly and effectively. At the same time, we either support and motivate the existing management team or recruit suitably qualified operation managers and integrate them into business processes right at the outset. Responsibilities are gradually delegated, always with our sights set on our objective of withdrawing at the earliest possible date.

### **Example 1**

*Euroactividades SA Holding Company, Algarve, Portugal  
\* up to 500 staff*

#### **Our Involvement**

- \* Chairman and CEO, in charge of overall group management*
- \* Design, implementation and execution of a massive restructuring plan*
- \* Portfolio resizing*
- \* The creation of a new, long-term, operational framework for golf resorts at the top end of the market, and associated service companies.*

#### **End Result**

*Restructuring completed as planned*

### **Example 2**

*Hotel Eiger Wengen AG, Wengen, Switzerland*

#### **Our Involvement**

*Chairman of the Board of Directors*





**It goes without saying that we have a worldwide network at our disposal. Why not take advantage of this whenever you find yourself on unfamiliar territory?**

# Networking

## **International and National Networking**

As a member of a close-meshed business network, we maintain excellent global links with partners who all operate to the same high standards of efficiency and quality as we do. Our business relationships extend from general contractors to commercial lawyers and financial institutions.

## **Professional Project Management**

We are no strangers to concepts such as customer requirements, market opportunities, market potential, marketing plans, functionality, aesthetics, lessee mix and management techniques. We manage our major construction sites on the basis of modern management principles. If an analysis of a complex project is what you are looking for, just give us a call. Cost-cutting starts with a well thought-out investment concept.

## **There are no Boundaries to our Territory**

From our base in Switzerland we operate throughout Europe (including Eastern European countries such as e.g. the Czech Republic, Hungary, Latvia and Russia) and worldwide as far as China, East Africa (Kenya, Uganda, Tanzania), West Africa (Ivory Coast), Canada and the USA.

### *Example 1*

*BRPM Imobiliaria e Construções Atlântico Lda., Portugal  
Status: subsidiary company  
\* Volume of investment: CHF 15 million*

### **Our Involvement**

*\* Property development and promotion  
\* General contractor  
\* Overall project management*

### *Example 2*

*Intershop Holding North America Ltd., Dallas, Texas, USA*

### **Our Involvement**

*\* Chairman and CEO  
\* Controlled divestment of real estate portfolio from USA*

### **End Result**

*Operational and financial objectives fully achieved*





**Unhappy with your real estate investments,  
or reached the point where you need smart real  
estate management?**

**We can offer short-term expertise.**

# Visions and Future Development

## **Return on Investment**

If you're looking to build up, extend, resize, reposition or restructure your portfolio, look no further.

As well as providing professional references, our ambition is to achieve exceptional service standards, time after time. We provide unlimited access to our know-how and relieve you of project management responsibilities at the highest level.

## **Clearly Defined Responsibilities**

As an integral part of the management team, our experienced specialists are directly involved in the responsibility. All our specialists work on site, whether they take the role of CEO, Chairman of the Board or Project Manager. We produce comprehensive, in-depth analyses; we develop workable, creative real estate strategies and we are personally committed to implementing them as soon as possible.

### **Example 1**

*SGL, Schweizer Gesellschaft für Immobilien*

*\* Investment volume over CHF 300 million*

### **Our Involvement**

- \* Development and management of the portfolio*
- \* Drawing up concept and strategy*
- \* Promotion and development of new properties*
- \* Running the head office in Berne*
- \* Responsibility for Central and West Switzerland*

### **Example 2**

*Migros Eastern Switzerland Residential and shopping development at Rosenberg, Winterthur, Switzerland*

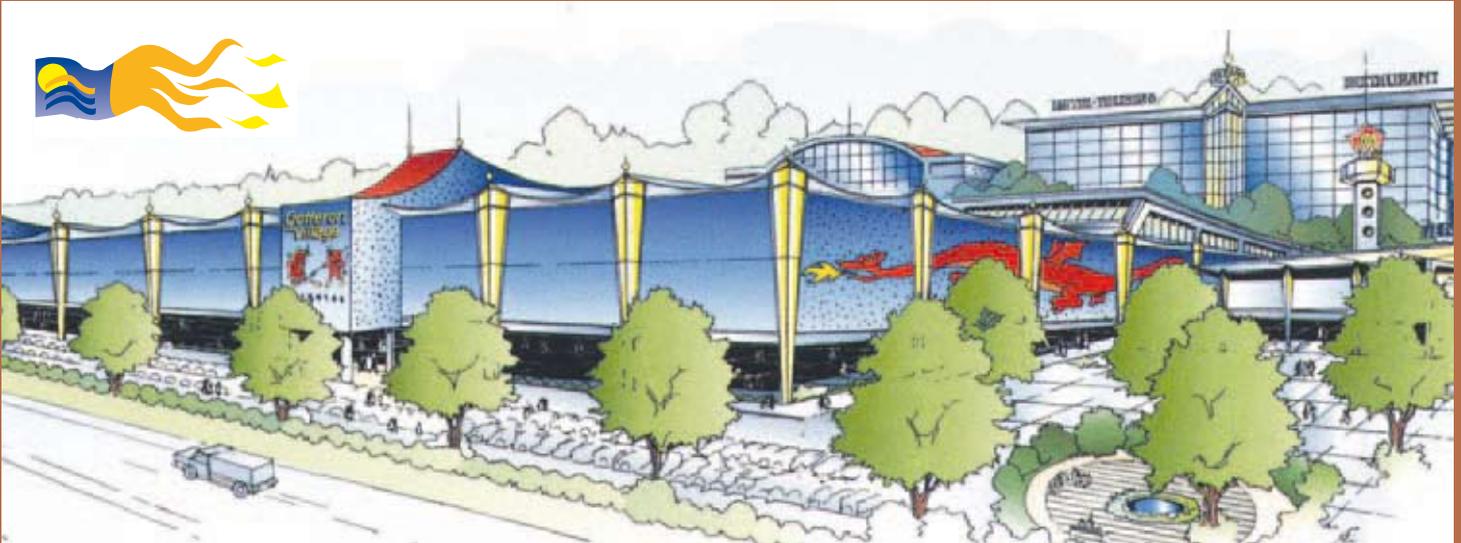
*\* Investment volume approx. CHF 150 million*

### **Our involvement**

- \* Overall project management*
- \* Repositioning and extension*
- \* Overall operative responsibility*
- \* Building client representation and project management*







#### Example 4

Gottéron-Village Freiburg, Switzerland

- \* Investment volume approx. CHF 620 million

#### Our involvement

- \* Co-initiator and promoter with H. Niederer
- \* Exclusive marketing commission
- \* Development and realisation
- \* Operative overall responsibility
- \* Project management and overall marketing



IIHF head office Zurich, Switzerland



Gottéron-Village, Shopping-City, Freiburg



#### Example 3

IIHF, International Ice Hockey Federation, head office Zurich, Switzerland

- \* Investment volume CHF 30 million

#### Our involvement

- \* Property acquisition
- \* Handling of all property-related matters
- \* Overall management IIHF Zurich
- \* Overseeing new projects and stadiums abroad



Publica: Airgate Zurich, Switzerland



#### Example 5

Publica, Federal Pension Fund, Berne, Switzerland

- \* Investment volume CHF 1.5 billion

#### Our Involvement

- \* Overall management
- \* Drawing up concept and strategy
- \* Implementation and realisation of massive restructuring
- \* Development and redimensioning the portfolio
- \* Concept implementation and realisation

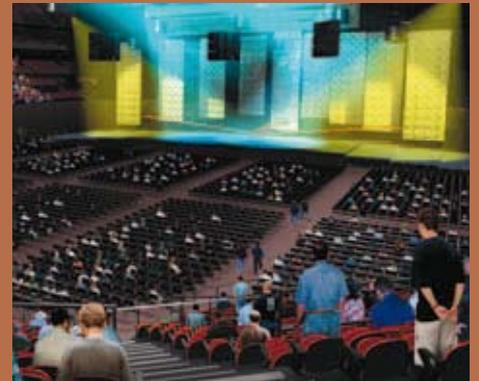


Example 6

FIFA, Fédération Internationale de Football Association, Home of FIFA, new head office Zurich, Switzerland

Our involvement

- \* Real estate acquisition
- \* Overall project management and building client representation
- \* Chairing of the construction commission
- \* Responsibility up to realisation
- \* Punctual cost/benefit management
- \* Controlling



The Home of FIFA Zurich, Switzerland



Example 7

SAZKA Hall, multi-functional ice hockey arena, Prague, Czech Republic  
 \* Investment volume € 225 millio



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JAEGER-LECOULTRE

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