

## Option One Ltd

Option One is a consultancy company which offers the benefits of many years experience in high level management. The principal of the company is A.C.(Tony) King who is based in Christchurch.

The company has been formed recognising that many New Zealand companies have management teams fully committed in maintaining operating activities. These companies can find it difficult to resource out-of-the-ordinary activities.

This can mean...

Opportunities are missed  
Problems are not dealt with swiftly or with finality  
No advantage is taken of existing strengths

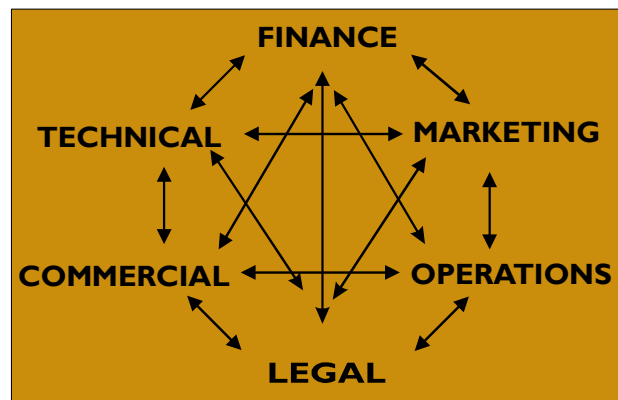
Option One provides both advisory and hands-on services with a special emphasis on the latter.

## Services

Option One is skilled in dealing with multi-dimensional issues.

Much can be said about increasing complexity in business. Many issues have multiple inter-related aspects which need to be defined, assessed, and weighed. Then the outcomes of each aspect must be integrated to reach a balanced conclusion or plan of action.

The input of specific expertise from lawyers, engineers, economists, environmental specialists and other disciplines is necessary in many projects. Yet the expertise to brief those experts and then consider the significance of that advice within the confines of the



project objectives is of critical importance. It requires a general manager in the traditional sense of the term, someone who can understand all aspects, weigh their significance, and then bring clarity and direction to the situation.

Typical situations like this are:-

Feasibility studies for new projects  
Marketing initiatives  
Potential mergers and acquisitions  
Negotiation of long term contracts

## What we offer

- **Understanding**
- **Focus on objectives**
- **Experience**
- **Clarity**
- **Communication**
- **Project Management**
- **Results**

**Understanding** of the goals of the client, what a CEO or senior manager would do if only they had the time themselves. We can stand in your place and do it for you.

**Focus on objectives** can be achieved when a manager is brought in with a single objective and does not have to cope with the distractions of everyday management.

**Experience** comes from over 20 years of management experience in environments with complex marketing, technical, operational, legal, logistical, and commercial issues.

**Clarity** means getting to the heart of an issue. It is a function of assessment, evaluation, previous experience with complex issues, hard thinking and intellect.

**Communication** is essential from the boardroom to the shopfloor, All people with a stake in the project must be engaged and organisational requirements for consultation and communication met.

**Project Management** techniques are usually associated with development activities yet there are few business processes which do not lend themselves to the discipline of critical path analysis and resource scheduling to give the most timely results.

**Results** flow from concentrated effort expended on the right activities at the right time.

## Case Studies

Negotiation of a long term port services contract (value >\$100m). This involved selecting and briefing legal, engineering, and economics experts, tying in operational inputs as well as actually fronting negotiations.

Review of resource sector investment opportunity with emphasis on technical, marketing, economic, and logistics issues

Assessment of acquisition opportunity, project management of intensive due diligence programme, negotiation of sale and purchase agreement

Major review of export marketing strategy, development and implementation of new product and new customer initiatives to achieve >USD50m sales goal. Leading marketing activities across Asia and North & South America

Negotiation of long term transport services contract (value >\$200m) involving managing multi-disciplinary team and extended, detailed negotiations

Assessment of JV project opportunity, feasibility studies, and negotiating JV agreement.

Project management of a port feasibility project (Value NZD170m) including multimillion dollar technical feasibility studies, successful consent acquisition programme, and financing/implementation through to indicative bidding stage.

## People

The Principal of Option One is A.C. (Tony) King.

Tony King has held a variety of senior management roles including:-

- General Manager of a NZD100million per annum export business - marketing, distribution, production and processing, new projects, contract negotiation, joint ventures
- Corporate Manager responsible for new projects, joint ventures, shareholder relations
- Technical services manager responsible for engineering, health and safety, company greenhouse gas policy, project management
- Site Manager responsible for production, processing, environmental management, industrial relations, and a staff of 150 people.



Throughout this time several areas have required particular focus

- Creation, analysis and evaluation of strategic options for change, developments, expansion
- Focus on logistics, especially rail and port services
- Export Marketing
- Major contract negotiations

Tony King trained as a mining engineer at Otago University. He is a vice president of the Export Institute (Canterbury).

### Associates

Option One and Tony King work with a large number of specialists in the legal, engineering, environmental, economics, commercial and other areas. We can work with your current specialist advisors or form a team of suitable specialists.

## Contact

Do you need:-

- A dedicated management resource to deal with a demanding situation
- Skills in managing multidisciplinary activities
- Someone to lead or support important negotiations
- A competent, reliable person to manage a particular issue

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Option One is the best course of action