



The Wyse Group

CASE STUDY: CONSUMER PRODUCT - CRO

Company Profile

Industry: Consumer Products

HQ: Massachusetts, USA

Profile: Blue chip venture backed consumer product company with over 790K+ direct to consumers & over 2.7K acquired retail doors

Key Issues



Low functioning finance team with poor profitability controls without the ability to assist on key strategic decisions



Hostile junior creditors that wanted to exit credit position with poor insight on company performance



Dysfunctional balance sheet with high cash interest rates & tight covenants

Implemented Workstreams

- Created channel level profit & loss controls to maximize profitability & inform dept heads; cleaned up all working capital reports
- Created 50+ page refinance opportunity deck with 1,000+ line financial model with customized schedules & refinance analyses
- Analyzed & identified de-risked pro forma balance sheet to catalyze growth in go forward operations

The Wyse Group Impact

- Successfully managed cash flows leading to stable liquidity throughout restructuring
- Current creditor group agreed to take haircut on current debt position, enhancing liquidity
- Provided board with solid restructuring alternatives & regular progress updates

ABOUT THE WYSE GROUP

Founded in 2015 with a relentless focus on successful outcomes, The Wyse Group provides solutions and strategic guidance to middle market companies across their life cycle to achieve value appreciation through strategic, financial, and operational excellence.

Our Offices:

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