

“Improve business efficiency”

Client Profile

Category:	Small Business Consulting
Industry:	Facilities Provision & Services
Age at start:	10+ years
Stage of lifecycle:	Growth
Assignment length:	18 months
Enterprise summary:	20+ employees

The owner of this enterprise approached us after his business had been growing for a while, and was becoming difficult for him to manage. He also had the feeling that he wasn't making as much money as he could, which was a problem as his endgame was to sell the business.

The business was fundamentally sound, but was starting to become a little ragged as a result of growth. We started by providing consulting services to better allocate resources and ensure that responsibilities were clear.

In this process it became clear that the owner was part of the problem, so we also provided coaching services to help him let go and trust the people he had to run the business.

With resources allocated correctly, the business began to run more smoothly. We then looked at its commercial operation, in particular market positioning. We conducted research to assess market perceptions and demands, and identified positioning opportunities. We used this to help the owner focus on the best positioning for what he wanted to achieve.

With positioning clear, the business was able to increase its prices without any major changes to its cost structure. The obvious result of this was an increase in profitability.

Improved efficiency and increased profitability made the business far more attractive to potential purchasers. The owner successfully sold it shortly after our consulting intervention.

Key Learning: Focus can make a good business into a great business.

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