

Grow Your Business

Is your business growing to meet your personal and business goals? Or:

Do you want to expand your business?

Do you need help in growing your business?

Is your business under pressure from your competitors?

Do you need help to achieve your goals and targets?

Do you need more exposure in your industry?

A PJT CASE STUDY

Our client supplies and manufactures diesel generators and pumps to the mining industry, farmers, government authorities and other companies. Their business started as a small husband and wife team in 1990, and has grown to a medium sized enterprise employing staff including eight members of the family.

The company originally used PJT for completing their tax returns and financial statements, however over the last few years they have used the Business Advisory services of PJT to help create wealth and more importantly, create jobs for additional family members and expand the business. Originally they did not have a business plan or clear understanding of the segments of the business that made money. They relied upon a couple of salespeople who at times did not understand the family ethos.

PJT began by meeting with the client on a quarterly basis. We implemented goal setting and timeframes, which led to the development of their 10-year business and person plan for the director.

The 10-year plan clearly showed them the steps they needed to follow to get the results they wanted.

PJT gave them guidance in three specific areas:

- How to brand and market the business in specific areas
- Succession planning with bringing both brother and children into different businesses as directors and shareholders and segmentation for asset protection
- Development of in-house accounting procedures to ensure they understood their profitability and cash flow requirements



RESULTS

By implementing our strategies, the firm:

Grew their exposure in the industry

Increased sales from \$1m to \$6.5m (during the Global Financial Crisis)

Exceeded their goals, and can take care of future generations (succession planning)

Minimised tax and is on way to achieve goal of owning their business premises through a Self Managed Super Fund

Employees are being comfortably remunerated, ensuring their long-term commitment and happiness

Have differentiated their product and services to improve profitability

Restructured internal roles and procedures, improving productivity