SHARING IN GROWTH

Results driven. **Results proven.**

Better stability and profitability through

BUSINESS GROWTH

WHY IS BUSINESS GROWTH SO IMPORTANT?

There are many different ways to grow a business, each with their own unique benefits and challenges. Sharing in Growth believes there are 6 ways to grow your business, and our expert coaches can help you navigate successful implementation of the best growth strategy for the organisation.

DIVERSIFICATION

Growth through diversification of product, market, or customer. This strategy can help reduce dependency on a single source of income, and create a competitive advantage.

PRODUCT DEVELOPMENT

Growth through new product or service development and introduction. This can allow businesses to enter new markets, sell more to existing customers, or win new business from competitors.

INCREASING MARKET SHARE

Growth through increasing market share based on competency. This strategy allows companies to operate on a far greater scale to increase profitability.

PARTNERSHIPS

Growth through collaboration and partnership with another organisation to provide increased capability. This enables the opportunity to increase expertise and resources, boost revenue streams and reach new markets.

NEW MARKETS

Growth through breaking into new markets based on your product or service range and competency. By expanding to new markets, the business can achieve cost savings through economies of scale.

MERGERS AND ACQUISITIONS

Companies from different market sectors merge together. This strategy helps spread the risk across several businesses and helps target new markets.

OUR APPROACH TO BUSINESS GROWTH

As a business grows, it goes through stages, and each stage has its own challenges. In a fast-growing company, things might not work as smoothly as they used to, and managers might not be as effective because they have more to handle and oversee. Starting with the business strategy roadmap, Sharing in Growth can help address your business growth challenge in the following ways:

BUSINESS STRATEGY ROADMAP

SUPPLY CHAIN MANAGEMENT

Ensure your supply chain can support your growth using our Supply Chain Management service.

FUNDING FOR GROWTH

Identify and secure the correct funding opportunity to support your growth ambitions

ORGANISATIONAL DESIGN

Develop the plan for your organisation to ensure your people capacity and capability grows in line with your turnover.

OPERATIONAL EXCELLENCE

Identify where and when capacity constraints will occur before they happen, investing in new assets, recruiting new employees or investing in a new facility ahead of your growth curve.

EMPOWERING THE PEOPLE

As your spans and layers grow, ensuring you have the right people in the right place and they are clear on their role and responsibilities to deliver your business vision.

STRATEGY FOR GROWTH

Develop your strategy for growth through a series of structured workshops aligning your leadership, agreeing your “chosen future” and identifying the areas of focus to deliver your ambition.

INTEGRATION OF NEW BUSINESS

Align cultures, strategy, processes and people to enable the successful integration of a new acquisition or a business merger through a structured plan and tailored workshops.

ALIGN YOUR STRATEGY TO CUSTOMERS

Identify your target customers, develop the specific strategy to align to their requirements and track through to contract signature using the Sharing in Growth Business Development Information Centre.

SUPPORTING SIGNIFICANT GROWTH OPPORTUNITIES FOR PRODUMAX

Operating globally, Produmax work in partnership with many of the most prestigious aerospace manufacturers, to produce high quality machined components and assemblies. Recently, Produmax have consolidated two former operations at Otley and Yeadon into a purpose-built new facility. The new facility in Baildon has the capacity to accommodate £20M sales turnover.

Produmax have a desire to capitalise on aerospace growth opportunities by increasing sales to existing customers and seeking new customers.

To overcome these challenges, Sharing in Growth supported Produmax to design and implement a series of solutions:

- Strategy Workshops assisted Produmax in formulating their business development strategy and aligning the senior leadership team. Short, medium, and long-term business aims were identified by considering their internal and external drivers, product market groups and competitors. The ‘idea prioritisation’ and ‘linkage grids’ exercises identified a new opportunity with the potential of a 10% annual increase in turnover.

- Market intelligence to actively sought out and gain an in-depth knowledge of the current and future aircraft build programmes. This has enabled Produmax to specifically target areas that align with their strategic direction.

- Development of a customer experience in the new facility to showcase expertise to both new and existing customers.

- Business development framework and visual pipeline developed in alignment with growth ambition.

The project has highlighted the benefit of being able to visually represent the Request for Quotation pipeline to all stakeholders. Significant sales opportunities can be revealed using strategy and prioritisation tools.

produmax
precision engineering

“The strategy workshops were very thorough and produced a clear hit list of targeted customers and industries. This, in turn, has culminated in three new customer approvals, a sales opportunity of over £5M per year, that is increasing, and site visits from two key primes and three tier one suppliers in the first nine months.”

JEREMY RIDYARD
MANAGING DIRECTOR

17%
Annual sales increase

£5M
Per annum in RFQ pipeline

3
New customers won

SHARING IN GROWTH HELP AEROMET TO ACHIEVE THEIR GROWTH AMBITIONS

Aeromet were facing several issues relating to business development, including the Business Development function achieving a limited level of growth, relying on traditional means of customer engagement - meetings, phone calls, visits, current relationships with the customers. Targeted with an objective of doubling revenue by 2020, it was clear that the Business Development team of one needed rapid expansion. To maximise on the growing team, new processes and strategic approaches needed development.

To overcome these challenges, Sharing in Growth supported Aeromet to design and implement a solution, comprising of several actions:

- Meeting with senior stakeholders in the business to construct a Commercial & Technology Roadmap
- Identification of strategic customers
- Conduct market analysis; competitors, key customer requirements and key product market groups [slat cans, fuel connectors, engine components, fab conversions, aerodynamic surfaces]

This supported development of short, medium, and long-term business goals; linked to the company Vision, Mission and Values. Analysis of current performance on Quality Cost Delivery/Request for Quotation win rate and conversion rate, and visualisation of customer scorecards. This analysis led to the development of sales strategies and campaign plans for the top six customers, with clear accountabilities.

Project implementation has highlighted the importance of functions not working in isolation on their activities, goals, and objectives in order to support a common growth aim, as well as recognising the need to have appropriate visibility of progress, with frequent reviews using visual management.

"With the support from Sharing in Growth, we now have a revolutionary approach to Business Development, which will provide us the best opportunity to achieve our growth aspirations."

NEIL GODDARD
BUSINESS DEVELOPMENT DIRECTOR

RESULTS DRIVEN. **RESULTS PROVEN.**

We are the complete business transformation experts.

Our passionate team of growth and productivity specialists work with you to develop, inspire and improve every aspect of your organisation. The Sharing in Growth challenge and purpose is to accelerate your business growth and ultimately your bottom line.

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