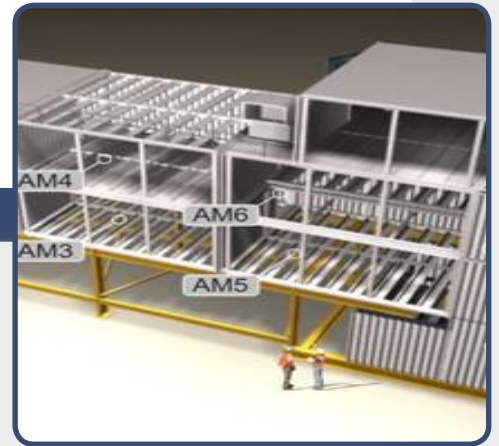


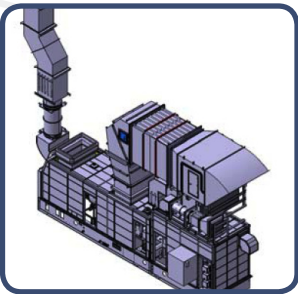
● Business Transformation Case Study

● The Company

Mech-Tool Engineering is an example of a company thriving in the current economic difficulties. In around 14 months its turnover has grown from £9M to over £17M and it has a healthy future order book.



● The Change Process

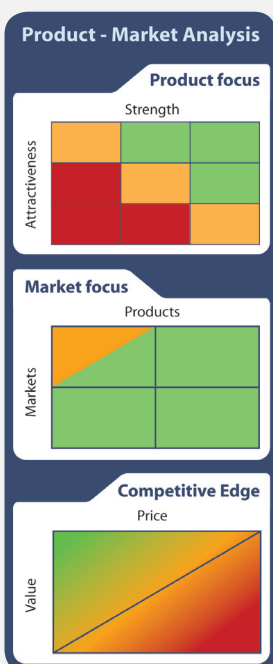


The company supplies engineering solutions to protect people and equipment from explosion, fire and noise hazards and has been established for 40 years. After boom times in the 80s and 90s sales had levelled off at around £6M a year and it lacked any significant profits.

20 months ago the new Managing Director, Keith Bell, led a review of business and operations. He restructured into 3 business units for Acoustic, Modular and Fire & Blastwall products. This broke down the functional barriers between departments and provided the platform for increased sales.

The business units then used V2C's 'Vismap' Visual Strategy Mapping process to give the teams a focus as they built up their strategies.

● Vismap Stage 1: Product and Market Analysis



Using a 'storyboard sheet' for each product to gather and display the information, the business unit teams built product specific strategies.

The storyboard focuses the team on the products with the most potential then challenges them to expand sales into both current and new markets. Finally the Competitive Advantage of each product was analysed to identify compelling reasons why customers should buy that product over a competitor's alternative.

The process guides the team through the complexity of traditional strategy planning via a straightforward step by step approach.

"We have now got a strategic direction for the business unit and can see our weak areas, such as market knowledge, and how to fix them"

Frank Vout, Acoustics Business Unit Manager

