



# Surviving the Perfect Storm

Private Briefing for Leadership of  
Our Clients and Friends

# 5 Steps for Survival

STEP 1 - Identify the TRENDS that are SHAPING your industry

STEP 2 - Map the IMPACT of the trends on your business

STEP 3 - Work out the OPTIONS that you could take

STEP 4- Develop PLANS which will deliver the intended results

STEP 5 - EXECUTE the plan and MONITOR the outcome

# Identifying Shaping Trends



# Mapping Impact

Increase in Fuel price	Demand	Competition	Capability
Politics	Government to safe cost	Market based pricing policy	
Economy	Lower purchasing power due to inflation		Higher cost, wages and tighter cash flow
Society	Would penalise any “opportunistic”	Value for money products may be preferred	
Technology			Technology to increase productivity
Environment		Eco-friendly positioning will differentiate	

# What are the Options?

Increase customer base to get more sales volume

Review target segment including secondary market

Increase product range to suit larger market segment

Pricing strategy to encourage high volume sales

Bundle products to provide value for money offerings

Offer volume discount to reduce transaction cost

Increase productivity to mitigate higher cost

Process re-engineering to increase efficiency

Re-training and coaching of employees

# Implementation Plan

Identify Processes to be Re-engineered

Production Manager

June 30



Consider options

Production Engineer/ CEO

15 July



Revamp manufacturing floor based on new process and setup

Production Engineer/Manager

31 July

# Execution and Monitoring

	Initiative	Status	Risks
Process re-engineering to increase efficiency	Identify process to be re-engineered	15 processes have been identified by target date	Non-observed
	Consider options	6 processes have been identified as viable	Investment required may drain short term cash flow
	Revamp manufacturing floor based on new process and setup	Awaiting the finalisation of options by CEO	Timing allocated may not be adequate, fund raising time not factored in

# Learning Points

- The 5 Survival Steps would enable business leaders to identify and map the implications of trends to their business
- Response to the risks and implementation strategy could be developed to re-position the business based on chosen options
- Effective monitoring is critical to ensure objectives achieved and sustainability of business enhanced