

Case Study : Food Manufacturer

The business had won its largest ever contract with a major Supermarket. Unfortunately, they had undersold themselves and over engineered the product. It had made recent massive losses, but this picture wasn't clear to the management team. What was clear, was that the business had run out of cash. The bank had noticed, and they were piling on the pressure and they requested an independent business review (IBR), and things weren't looking good.

Venturn's Approach :

We were called in late and had 3 days to act. We formed a 6 point turnaround plan. The only solution was to re-negotiate the contract with the Supermarket. Acting on the company's behalf, we did just that and organised the meeting with the Supermarket before we met with the bank on the Monday morning.

Time :

Speed is the name of the game. We are always accessible and we roll our sleeves up and take ACTION. In this case, we worked day and night to ensure that we were ready.

Experience :

We knew what the bank wanted to hear. Sometimes, image is more important than performance - but particularly so when you've only got 3 days!

Objectivity :

The solution was buried behind an enormous problem. The business was a good one, it had simply taken on a contract with poor Gross Margins. We were able to see it instantly and actively fix the issue.