

## ▶▶ Success Stories

### ▶▶ Krohne Limited: Dramatic performance improvement

#### ▶ Scenario:

- ▶ Good technology, but absence of strategy & best practice had led to severe performance problems.

#### ▶ Actions:

- ▶ Devise and implement market driven strategy.
- ▶ Drive best practice in all areas, initial focus product design processes & materials management
- ▶ Follow-up with continuous improvement to all functions.

#### ▶ Results:

- ▶ New products that excite the market, yielding >100% sales growth at improved margins.
- ▶ On-time delivery much improved, all operational issues addressed and significant profit growth.

### ▶▶ Sifam Limited: Very significant shareholder value creation

#### ▶ Scenario:

- ▶ Severe decline in sales, no new products or strategy.
- ▶ Low morale and high losses.
- ▶ Apparently no way forward.

#### ▶ Actions:

- ▶ Initially, improve the basics, such as international selling and manufacturing activities.
- ▶ In parallel, identify growth opportunities and define strategy.
- ▶ Develop team and then follow through with implementation.

#### ▶ Results:

- ▶ Decline and losses turned into growth and profit.
- ▶ Acquisitions and organic growth led to Group structure.
- ▶ Key technology exploited.
- ▶ Exit strategy devised, achieving very significant yield for shareholders.

### ▶▶ Racal Recorders Limited: Delivering a global business

#### ▶ Scenario:

- ▶ Stagnation and no strategy, but good product reputation.

#### ▶ Actions:

- ▶ Aggressively pursue new markets, both application and geographic.
- ▶ Define strategy to position business ahead of competition.
- ▶ Ensure that new products are market driven, but also optimise technology.

#### ▶ Results:

- ▶ Dramatic growth in market share, profitability and sales.
- ▶ Strong international brand position developed in new and existing markets.
- ▶ New products and technology moving forward faster than the competition

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