



Interim Management Ltd

Working together to achieve your vision

CASE STUDY

BUSINESS CONSULTING: INTERNATIONAL EXPANSION

Company: Marketing and distribution of ethical food products

Stage: Growth

Industry: Food

Publish date: June 2012

Why did you engage with BMIM?

Advice on the best business model to grow internationally.

Help with setting up the structure and systems to support the scaling up and international reach.

HOW WE WORKED TOGETHER

1 Intensive brainstorming, research and discussions to select most suitable solution

2 Identify available resources to implement the solution

3 Determine priorities for maximum return from management effort

4 Design organisation structure to reflect geographical and product lines.

5 Determine roles and responsibilities of key players and their authorities

6 Set up system of reward and recognition to support the expansion

INTERNATIONAL PRESENCE

- Enabled growth of credibility and confidence in new markets
- Applied tried and tested knowledge of systems to business model

ENGAGED STAFF

- Staff could see how their contribution was making the business successful
- Staff felt motivated that could earn more with same effort

INDEPENDENCE FROM THE FOUNDER

- Success 'formula' from the founder institutionalised in the business
- Dependence from the founder minimised to brand ambassador role.

RECOMMENDATION

" **BMIM have provided us with capability and capacity to enable our business international expansion. We now have formula that works and could be replicated to any location we choose to have business presence. Our staff is engaged and we are less dependent on our Founder. We have doubled our revenue just from expanding into the USA.** "

