

Case Study - How to differentiate and achieve rapid growth

Issues:

Company with a history of success across a range of markets with a vast number of SKUs, (many sold as "own brand" in competition with established, household name brands), needed to understand how to differentiate for long-term advantage while achieving further growth.

Work with Cairnforth:

- Revision of total strategy, including research on customers, products, markets and channels (existing and potential).
- Segmentation of markets and identification of growth opportunities.
- Developed and communicated clarity on new strategic focus (channels for maintenance and channels for growth).
- Rationalised product range and built a full market / implementation plan.
- Significant growth identified.

Results:

- Clarity on differentiation and positioning.
- Strategic priorities established and the whole business aligned with new direction.
- New business structure and organisation aligned to channels, providing greater agility, and speed, in decision making.
- Implementation delivering returns:
- Significant turnover growth from all channels with outstanding results in "direct to market" channel.
- Growth in Year 2 exceeding plan.
- Restructured and rationalised organisation.