

[achaeus]

challenge & achieve your business goals



passion direction determination success

# Welcome

## The Challenge of Commercialisation

Sponsored by  
**BHERT**

[achaeus]

challenge & achieve your business goals



passion direction determination success

# Strategic Growth

Gail Geronimos

Co-Founder

Achaeus Group Pty Ltd

[achaeus]

challenge & achieve your business goals



passion direction determination success

# Trait Survey

O

Z

Δ

# [achaeus]

**challenge & achieve your business goals**



passion direction determination success

Intelligent, strong  
decision makers

# [achaeus]

challenge & achieve your business goals



passion direction determination success

**Z** Creative, strong  
imagination, leaders

# [achaeus]

challenge & achieve your business goals



passion direction determination success



Lateral thinkers, prepared  
to look at all sides

# [achaeus]

challenge & achieve your business goals



passion direction determination success

**O** Preoccupied with  
**SEX** and **BOOZE**

[achaeus]

challenge & achieve your business goals



passion direction determination success

# Background

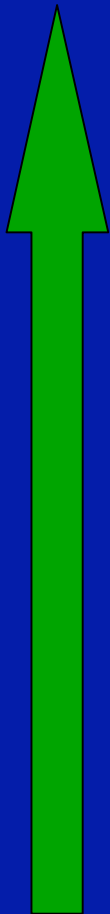
## Achaeus Group

# [achaeus]

challenge & achieve your business goals



passion direction determination success



*Top 5%*

*AAAAAverage 70%*

*The others 25%*

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## How?

By **CONSISTENTLY**  
doing the right things

# [achaeus]

challenge & achieve your business goals



passion direction determination success

**Doing things right...**

**or**

**Doing the right things!!**

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Strategic

- The 'Big Picture'
- Opportunities, Markets, Customers, Competition
- Sustainable Competitive Advantage

**Vrs**

## Operational

- The day to day activities
- Emphasis - Efficiency, Management

# [achaeus]

challenge & achieve your business goals



passion direction determination success

What prevents you from  
achieving your vision and  
your dreams?

What IS your aim?

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Major Aim

Measurable and Achievable

- Time
- Profit
- Size

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Where

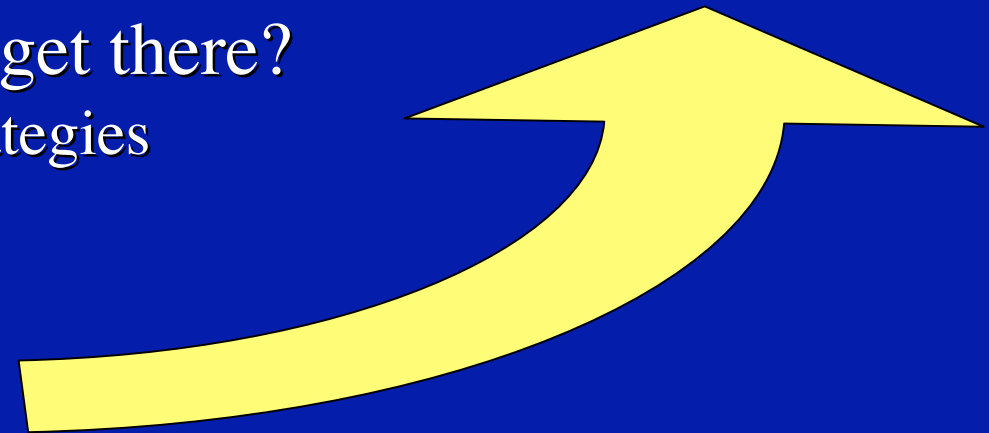
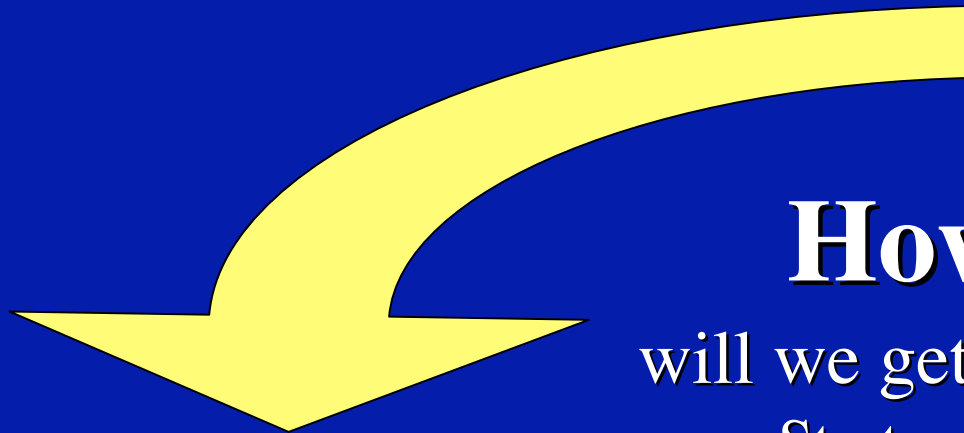
Do we want to be  
Main Aim

## How

will we get there?  
Strategies

## Now

Where are we?  
Analysis



# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Strategic Process

### Main Aim

- Measurable
- Achievable

### Financials

- Sales Forecast
- P & L, CF, BS

### Market Research

- Customers
- Competitors

### Marketing

- Target Market
- Marketing Mix 4Ps

### Analysis

- Customers
- Competitors
- Industry

### Strategies

- Prioritise



# MARKET RESEARCH

*Cascade (Australia) Pty Ltd*

*ACN 000 998 710*

## The Objectives

The goals of the market research were to:

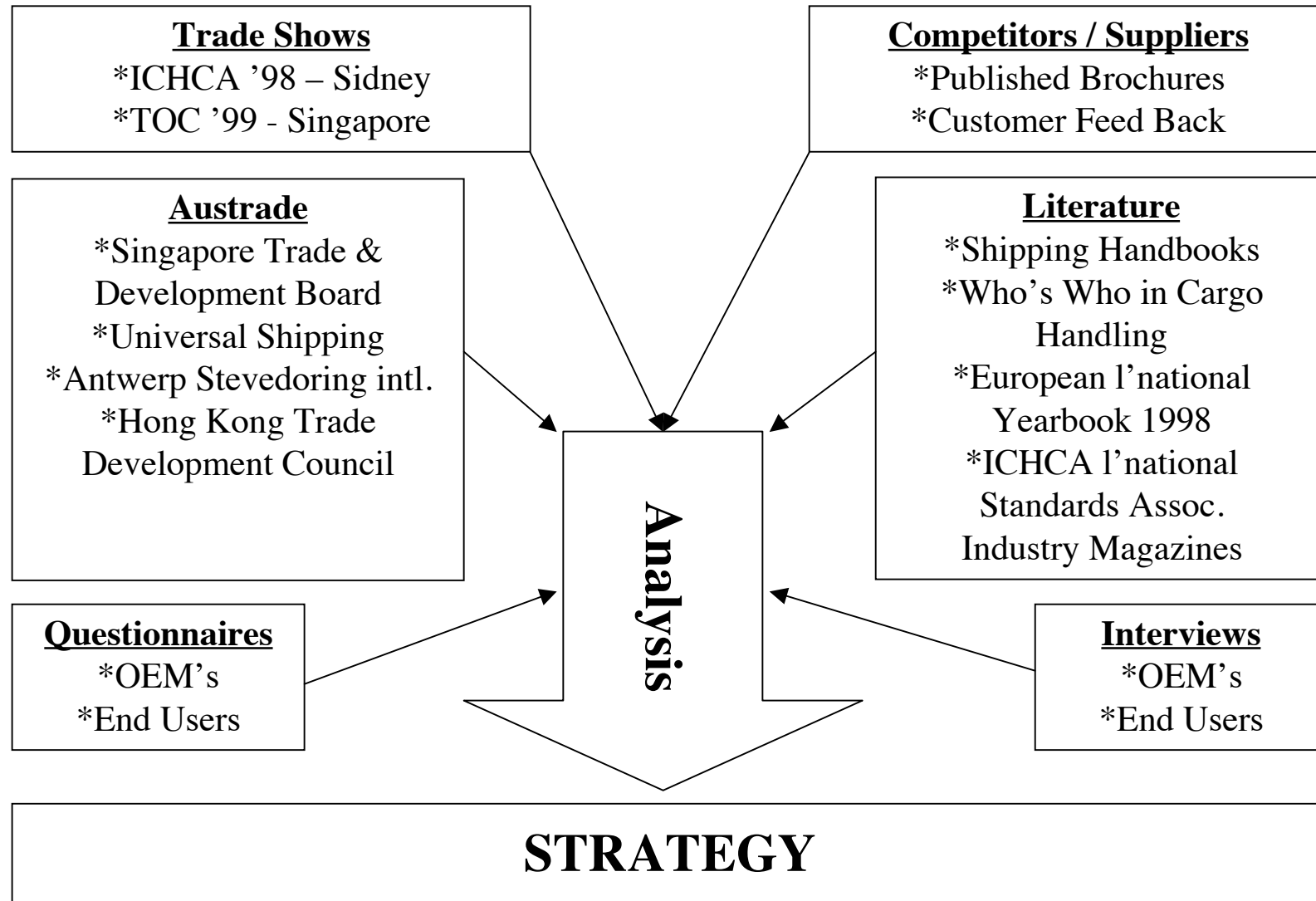
- Determine the customer need.
- Quantify the size of the market and its location.
- Understand our competitors.
- Determine the customer profile.
- Determine the market price.
- Determine the market's perception of Cascade Corporation.



# MARKET RESEARCH

*Cascade (Australia) Pty Ltd*

ACN 000 998 710



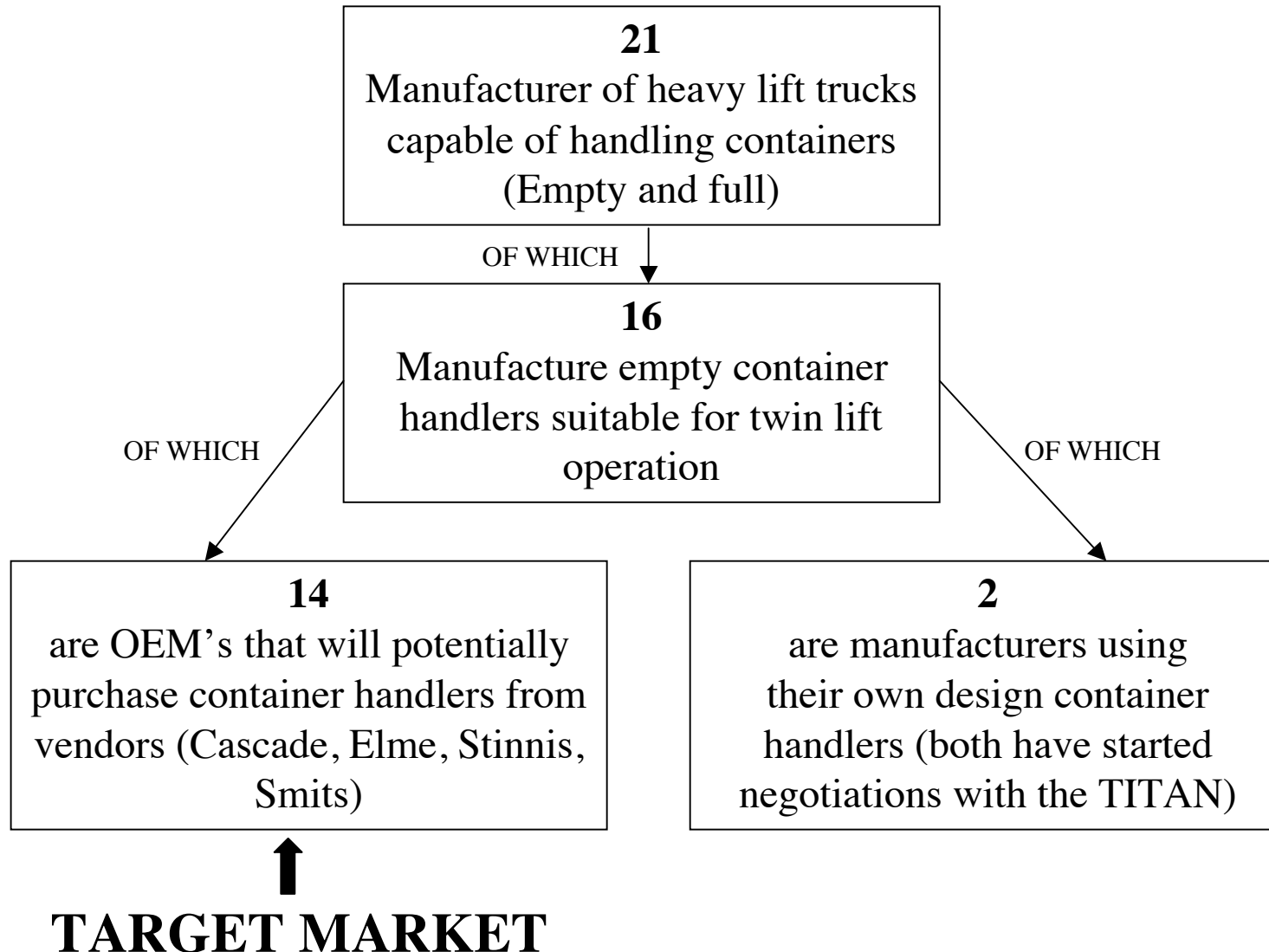


# ANALYSIS

*Cascade (Australia) Pty Ltd*

ACN 000 998 710

## Industry Analysis





## 6.13 Competitor Analysis

Rating 5 High - 1 Low

Industry Success Factors	LPME	Name: Competitor 1	Name: Competitor 2	Name: Competitor 3
Pricing	3	4	3	2
Flexible Low Overheads	5	5	2	3
Quality Reputation	5	4	2	2
Customer relations	4	3	3	2
Supply on time	4	2	3	2
Market Coverage	4	2	3	2
Support & Service	3	3	4	2
Innovation	5	2	2	2
<b>Total</b>	<b>33</b>	<b>25</b>	<b>22</b>	<b>17</b>



Technologically  
Advanced  
Remote  
Applications

# SWOT Analysis

	<p><b>MAJOR STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Innovative &amp; secure infrared technology</li> <li>• Experienced electronic design &amp; development capability</li> <li>• Contacts &amp; experience in the European market</li> <li>• No RF licenses required</li> </ul>	<p><b>MAJOR WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Limited resources &amp; funding</li> <li>• Limited market development experience</li> <li>• Currently mixing R &amp; D, manufacturing &amp; business development</li> <li>• No Brand Capital</li> </ul>
<p><b>MAJOR OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Very large potential market</li> <li>• Global trends <ul style="list-style-type: none"> <li>• Energy management</li> <li>• Home &amp; office automation</li> </ul> </li> <li>• Use of remote controls, convenience</li> <li>• Cost savings</li> <li>• Many alternative applications</li> </ul>	<p><b>High Priority</b></p> <ul style="list-style-type: none"> <li>• Identify &amp; negotiate channel partners</li> <li>• Refine product &amp; position for target market</li> <li>• Maintain &amp; focus R&amp;D around product tree</li> <li>• Achieve product sales</li> <li>• Recruitment</li> </ul>	<p><b>Low Priority</b></p> <ul style="list-style-type: none"> <li>• Develop market education material</li> <li>• Identify alternative applications</li> <li>• Participate in automation standards groups and forums</li> </ul>
<p><b>MAJOR THREATS</b></p> <ul style="list-style-type: none"> <li>• Limited knowledge of global competitors</li> <li>• Barriers to entry</li> <li>• Exceeding competitor developments of IP and products</li> </ul>	<p><b>Low Priority</b></p> <ul style="list-style-type: none"> <li>• Develop 3-5 property opportunities per market</li> <li>• Target European market</li> <li>• Plan for demand</li> </ul>	<p><b>High Priority</b></p> <ul style="list-style-type: none"> <li>• Identify and secure investor</li> <li>• Identify manufacturing partner</li> <li>• Source marketing &amp; BD expertise</li> <li>• Develop competitor knowledge</li> </ul>

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Strategic Process

### Main Aim

- Measurable
- Achievable

### Financials

- Sales Forecast
- P & L, CF, BS

### Market Research

- Customers
- Competitors

### Marketing

- Target Market
- Marketing Mix 4Ps

### Strategies

- Prioritise

### Analysis

- Customers
- Competitors
- Industry

# [achaeus]

challenge & achieve your business goals



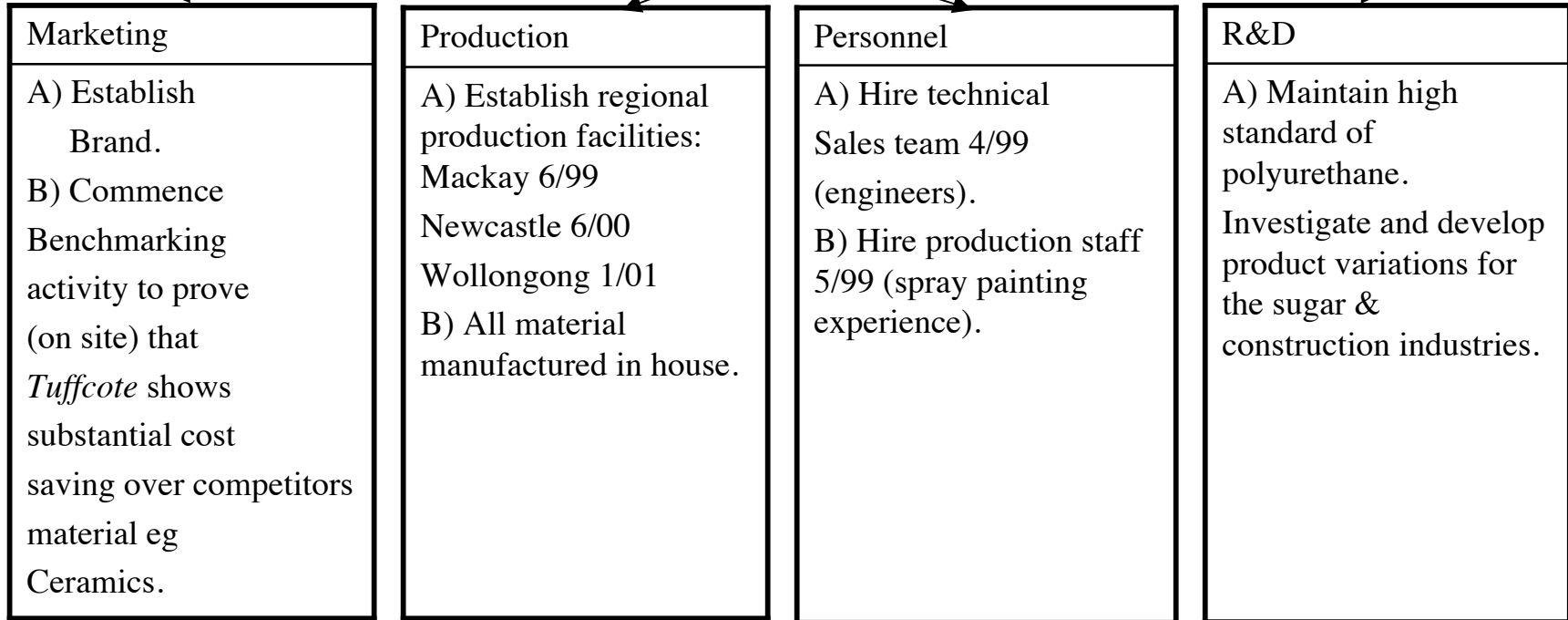
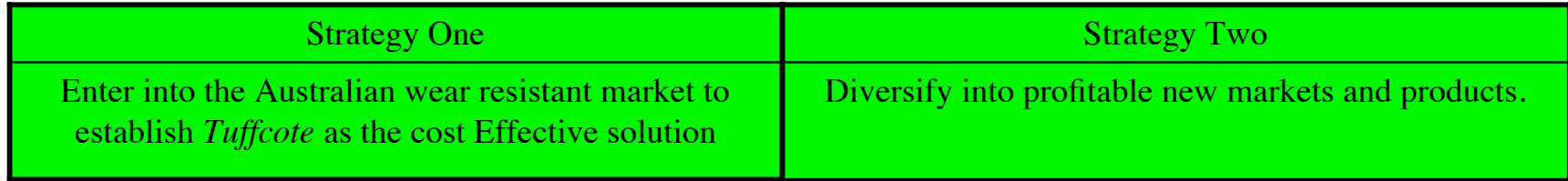
passion direction determination success

## 3 Strategic Areas.....

- **Marketing**
- **Operations/production**
- **Financial**



**Mission Statement**  
 We will satisfy our customers by providing protective surface coatings that lower  
 Abrasion, corrosion and wear related maintenance costs



**Vision Statement**

- ✓ Become a pre-eminent supplier of Polyurethane protective coating
- ✓ Attain a minimum 42.5% market share of our target markets
- ✓ Generate a minimum 30% annual return on shareholder funds

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Strategic Process

### Main Aim

- Measurable
- Achievable

### Market Research

- Customers
- Competitors

### Financials

- Sales Forecast
- P & L, CF, BS

### Marketing

- Target Market
- Marketing Mix 4Ps

### Analysis

- Customers
- Competitors
- Industry

### Strategies

- Prioritise

## Summary Forecast Profit and Loss

	Actual 2000/01		Forecast 2001/02		Forecast 2002/03		Forecast 2003/04	
	\$	%	\$	%	\$	%	\$	%
<b>Sales Units</b>	<b>10</b>		<b>30</b>		<b>35</b>		<b>40</b>	
Sales	324,219	100%	1,081,291	100%	1,337,000	100%	1,538,000	100%
Cost of Goods Sold	249,054		643,412		708,453		809,985	
Gross Profit	75,165	23%	437,879	40%	628,548	47%	728,015	47%
Interest Income	35		8,535		14,264		34,672	
<b>Total Income</b>	<b>75,200</b>	<b>23%</b>	<b>446,414</b>	<b>41%</b>	<b>642,812</b>	<b>48%</b>	<b>762,687</b>	<b>50%</b>
Net Overhead Costs	52,785	16%	262,750	24%	305,100	23%	310,500	20%
Operating Profit Before Tax	22,415	7%	183,664	17%	337,711	25%	452,187	29%
Taxation	8,742		60,609		111,445		149,222	
<b>Net Profit After Tax</b>	<b>13,673</b>	<b>4%</b>	<b>123,055</b>	<b>11%</b>	<b>226,266</b>	<b>17%</b>	<b>302,966</b>	<b>20%</b>
Dividends Declared	0		12,000		24,000		24,000	
<b>Retained Profit</b>	<b>13,673</b>	<b>4%</b>	<b>111,055</b>	<b>10%</b>	<b>202,266</b>	<b>15%</b>	<b>278,966</b>	<b>18%</b>

# [achaeus]

challenge & achieve your business goals



passion direction determination success

**The Magic is in the....**

**SIMPLICITY**



## Strategic

- Most Profitable Market Segment
- Understand Your Customer
- Who Are Your Competitors?
- Funding the Business
- Identify Assets (IP)

## Operational

- Develop/Design Promo Material
- The Right Message
- Implement Tactics
- Maintain Accounts
- Protect Assets

# [achaeus]

challenge & achieve your business goals



passion direction determination success

## Where to from here?

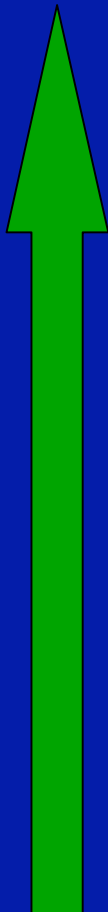
- ‘Seminar Syndrome’
- Sustainable success
- Make a start yourself

# [achaeus]

challenge & achieve your business goals



passion direction determination success



*Top 5%*

*AAAAAverage 70%*

*The others 25%*

[achaeus]

challenge & achieve your business goals



passion direction determination success

# Thank you

for your feedback

[www.achaeus.com.au](http://www.achaeus.com.au)

[info@achaeus.com.au](mailto:info@achaeus.com.au)