



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

ECO-KINETICS PTY LTD

Stapylton, QLD 4207

Enterprise Connect helps Eco-Kinetics take stock of rapid growth and strategically prepare for future expansion.

Background

Incorporated in 2007, Eco-Kinetics has achieved significant growth in the solar PV installation market across Australia and in overseas markets including Italy, Bulgaria, Thailand and the Dominican Republic, United Kingdom, and South Pacific.

From a standing start in the solar industry, Eco-Kinetics achieved a turnover of \$1.4m in 2008, \$10.8m in 2009 and \$45m in 2010. Revenues in excess of \$100m are anticipated for 2011. During this phase the company employed less than two dozen staff at its premises in the Mitchell Environmental Industrial Estate at Stapylton.

The very high growth rate raised a number of significant issues for the company as it stretched to meet demand and manage human resources optimally. In addition, senior management set a growth target of between \$200m and \$300m within two years. Company founders, Edwin Cywinski and Mike Curtis, knew that—after a few short years of rapid growth and ambitious expansion plans—it was time to take stock of the business and position it for the next phase of global growth.

On learning of the support available through Enterprise Connect, Edwin and Mike were keen for a Business Review of their business and subsequently opted for a Market Research Intelligence Report as well.

Outcome

Enterprise Connect Clean Technology Business Adviser, Greg O'Connor, conducted



Eco Kinetics' state-of-the-art, lightweight, two axis Solar Trackers, for a range of applications including remote areas, industrial buildings, and more.

a comprehensive Business Review, leveraging his background in business consulting and commercialisation of new technologies, products and services. Greg provided Eco-Kinetics with an in-depth analysis of their business including an industry, market, and operational analysis. He also identified key strategic and operational issues, and defined financial performance metrics.

Eco-Kinetics Group Commercial Manager, Rick McElhinney saw the value for the business.

“The work undertaken through the Enterprise Connect program allowed Eco-Kinetics executives to focus on achievable targets,” said Rick.

The Implementation Plan Greg provided identified key steps the company could take to efficiently advance towards their goals.

Following the Business Review, Enterprise Connect supported the business by providing access to a customised market research intelligence report tailored to their specific requirements. Collated from a number of reputable sources, the report established a broad and relevant understanding of business intelligence gaps and provided the information necessary for international expansion.

“Market research undertaken by the business adviser provided Eco-Kinetics invaluable information,” Rick said.

Further information

Visit www.enterpriseconnect.gov.au or call the hotline **131 791**