



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

MINING LOGIC

Mackay Harbour QLD 4740

Enterprise Connect helps Mining Logic improve profit margins and double annual turnover in six months.

Background

Established in 2000, Mining Logic is today a progressive and growing mining services company, with 65 employees and an annual turnover of \$10 million. Based in Mackay, Mining Logic provides specialised electrical and mechanical trades services to the Bowen Basin mining industry.

In 2007, the company was considering adding an electrical workshop, to provide turnkey solutions for technical requirements on the underground coal industry.

Facing a potential transition period, Mining Logic's Managing Director, Glen George knew that the company needed to review its existing corporate structure and financial operations. "The Enterprise Connect Business Review provided a perfect opportunity to re-assess our business at no charge to us," says Glen.

Business Adviser, Dean Kirkwood's resources industry background and wealth of senior management experience meant that he could offer a sound mix of strategic, financial and practical advice. Over a two month period, Dean completed a thorough Business Review of Mining Logic's business structure and financial operations, defined key strategic issues and articulated business goals in consultation with company executives.

Outcome

Mining Logic has successfully implemented many of the Business Review recommendations, including developing a strategic plan to guide new and improved sales, finance and human resource management strategies.



Glen George, Managing Director, Mining Logic

"After implementing the key recommendations from the Business Review we improved profit margins and doubled our annual turnover in the first six months of 2008-09." - Glen George, Managing Director, Mining Logic.

"Because Mining Logic whole heartedly implemented the Business Review recommendations, they are now structured to enable controlled growth and effective resource management," said Dean. "Mining Logic now has the right people, doing the right thing, and at the right time."

Glen highly recommends the Enterprise Connect Business Review to other eligible companies. "It's a great program, the Business Advisers are professional, experienced and strategic in their approach, and the opportunity to access government funding is great. I would not hesitate to recommend it to any company willing to look at how they could change their business for the better."

Mining Logic is currently considering applying for Enterprise Connect's Tailored Advisory Service to implement the remaining Business Review recommendations. Under this program, Enterprise Connect will match funding of up to \$20 000 for companies to engage an external consultant to assist with hands on implementation of recommendations.

Further Information

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