



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

VIVOPHARM

Kent Town SA 5067

Enterprise Connect helps *vivoPharm* plan for a new phase of expansion.

Background

Established in 2003, *vivoPharm* is an Adelaide based contract research laboratory. *vivoPharm* offers integrated pre clinical validation services in different disease areas to its worldwide clientele that includes small to medium sized biotechnology businesses and multinational pharmaceutical companies.

Managing Director and CEO, Dr Ralf Brandt, said *vivoPharm* was performing quite well in its business niche and was experiencing a good rate of growth when he became aware of the services offered by Enterprise Connect.

“We were also considering expansion of our service portfolio, to include infectious diseases, so we decided to contact Enterprise Connect to obtain a business health check and some advice on how to tackle our expansion plans,” Dr Brandt said. Enterprise Connect Business Adviser, Donna Edwards, was assigned to the task and quickly discovered she was dealing with a sound business.

“It had a ready made reputation in the market for reliability and a fast turnaround, basically it was a one stop shop for comprehensive and integrated pre clinical services. It was also established as the Australian leader in testing and reporting for oncology and was planning to build on its strengths and expand into the field of pre clinical services for infectious diseases,” said Donna.

Outcome

The Business Review concluded that to minimise the risk of the new venture and to speed up its implementation, *vivoPharm* needed a dedicated marketing arm and advice from a global expert in the field.



Left to right, *vivoPharm*'s Fernando Felquer, Fiona Khor, Dr Ralf Brandt, and Sabine Brandt

Dr Brandt said he was very impressed with Donna's knowledge and comprehensive approach to the Business Review.

“Enterprise Connect had excellent tools for analysis of our business and the sessions were very well organised and efficient.” – Dr Ralf Brandt, Managing Director and CEO, *vivoPharm*

At the end of the Review process, *vivoPharm* accessed the Tailored Advisory Service, to implement the Business Review recommendations.

Dr Brandt said independent confirmation that *vivoPharm* is in good shape was reassuring. “Also, during these difficult economic times, when money is scarce, it was great to receive the Tailored Advisory Service in order to utilise the expertise of an international consultant. We are now confident that our homework has been done and that our business is well placed to embark on the next phase of expansion once the world economy picks up. I rate my experience with the Business Review very highly and would recommend it to any business,” said Dr Brandt.

Further Information

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