



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

BLUNDSTONE

Moonah Tasmania 7009

Background

A goal to achieve a significant increase in sales volume over the next five years is driving Blundstone Australia’s strategic and operational plans. Blundstone, based in Hobart, Tasmania, has been in business since 1870, selling and manufacturing a wide range of footwear. The company is 100% Australian owned, but like every business needs to be strategic to stay ahead of its competitors.

One strategy adopted by Blundstone’s Chief Executive Officer, Steve Gunn, was to accept an offer of an Enterprise Connect Business Review. “The review was recommended to me by colleagues that I am involved with through the Tasmanian Manufacturing Industry Council,” Steve said.

“The Business Review application process was easy and the response from Enterprise Connect was swift. I was impressed with all my interactions and especially with the professionalism of the Business Adviser, Michael Turner and the State Director, Keith Calvert,” Steve explained. The review of Blundstone focused on sales channels, marketing and product development, as well as aspects of the company’s financial management.

Outcome

“The review highlighted that we needed to beef up our marketing expertise and focus more on our brand positioning and product marketing as well as refresh our sales channel strategies to better target our customers,” said Steve.

Steve said the Business Review has had a positive impact. “It certainly produced the results I wanted. Michael analysed the business and through that showed us the areas where we could get the best results,” Steve said.



Mike Turner, Business Adviser, Enterprise Connect, and Steve Gunn, Chief Executive Officer, Blundstone

“One of the valuable insights we gained through the Business Review was that to increase our market growth we needed to shift our focus from being manufacture driven, to being market driven.” – Steve Gunn, Chief Executive, Blundstone.

He said Blundstone had welcomed the recommendations made in the review and had already acted on the recommendation to get expert marketing advice. “In fact we have gone a step further and recently appointed a marketing manager on a permanent basis to help with brand management and product development.”

“We will continue to look at implementing other recommendations, including further development of products and processes, as well as doing more work on our brand positioning,” Steve said.

He believes the review has enabled Blundstone to improve overall and also gave all areas of the business a common set of objectives. One, if not two, Enterprise Connect grants through the Tailored Advisory Service are imminent to implement key recommendations stemming from the review. Blundstone are also working with Enterprise Connect to scope a research project associated with market research utilising Enterprise Connect’s Researchers in Business program.

Further Information

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