



An Australian Government Initiative



ENTERPRISE  
CONNECT

Shaping Business, Transforming Industry

## CLIENT JOURNEY

# CARE ESSENTIALS

North Geelong VIC 3215

Enterprise Connect helps Care Essentials focus on under-tapped market niches.

## Background

Care Essentials Pty Ltd manufactures, sells and distributes high tech patient warming solutions for the competitive medical device industry, including a range of specialised warming blankets and machines designed to maintain patient body temperature during a surgical procedure.

Since 1996, Care Essentials has grown its Geelong, Victoria based business in terms of capacity, quality assurance systems, product range, and supplier and distributor networks.

Several years ago, Care Essentials pioneered the local development of a disposable patient warming blanket. They developed a unique “micro pore” textile fabric and extended product differentiation across many blanket designs.

Despite their local traction and first mover advantage, Care Essential’s position was being threatened by larger global competitors. Multinational conglomerates were saturating the market with cheaper products, leveraging extensive marketing budgets and training materials, and bundling warming blankets with other medical devices.

The business quickly recognised that their core market was being eroded and that a strategic review and plan for the future was urgently needed.

The Enterprise Connect Business Review, available at no charge to eligible businesses, presented an opportunity to gain valuable analysis and action plans. Care Essentials was eager to capitalise on this opportunity.



Care Essentials facility in Victoria

## Outcome

Vlado Baban, Enterprise Connect Business Adviser with the Geelong Manufacturing Council, conducted a Business Review and drew on his background in lean manufacturing methodologies and change management for Care Essentials.

Vlado brought a hands on approach to assessing the production systems and processes and listened to the concerns of the business directors on current strategic, operational and financial practices to identify key issues and opportunities.

The Business Review report provided Care Essentials with a comprehensive industry and Strengths, Weaknesses, Opportunities, and Threats analysis, operational analysis and identified key strategic, financial and operational issues. The implementation action plan offered a clear path to reaching untapped market sectors and customer groups which would allow Care Essentials to diversify their revenue profile.

Production Manager, Robert Duthie, said

“This was a great review process for our business, and it helped me take a closer look at our key issues in production.”

## Further Information

Visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)  
or call the hotline **131 791**

Care Essentials was acquired by new owners in mid 2010 and still trade under the same business name.