



An Australian Government Initiative



Shaping Business, Transforming Industry

CLIENT JOURNEY

LA CASA DEL FORMAGGIO

Glynde SA 5070

Background

With a vision to become the leading Australian manufacturer of fresh Italian style cheese products, La Casa has grown from strength to strength. Since Gerardo and Rosa Cicchiello opened for business in Glynde, South Australia, in 1988, La Casa has moved with the times – it is now run by their children Claude and Marisa.

“As a small business we were able to drive outcomes by simply being on the factory floor, directing traffic on a day to day basis. However, after a conversation with Enterprise Connect I felt it was time we revisited the plan. Enterprise Connect provided a Business Adviser, Michael Cain, who took us through the Business Review process,” Claude said.

Michael, who has a strong track record in helping Australian small business, looked at all areas of the business, from customer base to operations, management and staff.

“We weren’t surprised at the review findings. It highlighted some things we could improve and created a pathway for us to move forward,” Claude said. “The review confirmed that we were good at the operations aspects of the business, however we were lacking in the systems and procedures necessary to support company growth,” he explained.

As a result of the review, La Casa has also put in a new management structure and incorporated systems.

“We also felt the need to invest in our people. We wanted to begin to develop a management team to help with the next phase of the company’s growth. Now I have people with specific skills at hand when I need.



Claude Cicchiello, Managing Director, La Casa del Formaggio, stretching the cheese

This management team has given me the confidence to grow the business, perhaps even more aggressively than I might have otherwise.”

“Ideally, in five years time, La Casa will be run by a management team with my involvement being very much based around overall business strategy and direction” – Claude Cicchiello, Managing Director, La Casa del Formaggio

Outcome

Acting on the review, the firm used funding from its Tailored Advisory Services (TAS) grant to introduce a culture program incorporating systems and procedures. Additional to a TAS project designed to sharpen the firm’s strategic focus, La Casa is now well on its way towards achieving its long term goals.

“Business growth has never been better and we now feel that we are beginning to support our operational strength with systems and procedures. Importantly, we have become more strategic in investing capital into the business as we prepare for even further increases in volume,” Claude says.

Further Information

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