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Shaping Business, Transforming Industry

## CLIENT JOURNEY

# PINZ PTY LTD

Seaton SA 5014

## Background

A shift in management culture has brought about change and further growth to South Australian business, Pinz.

Pinz, a family-owned business that has been operating for more than 23 years, is South Australia's largest wholesaler-only manufacturer of exterior blinds. Customers range from sole operators to national retailers, and products vary from customised spa covers to shade sails and PVC blinds.

Having registered online for an Enterprise Connect Business Review, Pinz Managing Director, David Snoad, was more than pleased to have his application approved the next day.

"The review process provided the stimulus for a team that had become complacent. The review's findings and recommendations provided the impetus for us to change - to act to improve business performance and to develop pride and ownership in our achievements to date," David says.

## Outcome

Business Adviser, Phil Ransome, worked closely with David and the firm. David noted that, "In the last 12 months, we have implemented initiatives and developed new products, all of which have contributed significantly to sales and profit growth, but the underlying reason for all this activity and success is due to the shift in management culture arising from the review".

"The team has quickly adapted from a reactive, complacent, inward looking team to a professional outfit, hungry for success that expresses pride and ownership over the business," he said.



Pinz shade sails

"Importantly, our contact with Enterprise Connect did not end with the review. Since its completion, Pinz has hosted an Enterprise Connect peer workshop, Enterprise Learning, for over 20 South Australian businesses and is now participating in another Enterprise Connect program, Enterprise Mentoring, one-to-one mentoring assistance for six months upon the completion of the review."

**"In the year of the Enterprise Connect review, company turnover grew by 32 per cent. This financial year, the company has grown a further 94 per cent beyond that." - David Soand, Managing Director, Pinz**

"We also accessed the Enterprise Connect Tailored Advisory Service grant (offering dollar for dollar matched funding up to \$20 000) for assistance in preparing a corporate business plan and engaged in financial modelling, preparing us for further rapid expansion," David explained.

"Combining the impact of the review with our ongoing participation in the range of Enterprise Connect initiatives has prepared us for growing our business and sustaining our market leadership position, and all this during the global financial crisis," David said.

## Further Information

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