



An Australian Government Initiative



Shaping Business, Transforming Industry

## CLIENT JOURNEY

# SILVER LYNX

Glenroy VIC 3046

Enterprise Connect helps Silver Lynx reduce production costs and develop a succession plan.

### Background

Silver Lynx manufactures bedroom, occasional and dining furniture, as well as furniture specifically designed for aged care residences. Established in 1962, the business currently employs around 40 staff.

With the local furniture industry under pressure from a rapidly changing market and increasing imports, General Manager of Silver Lynx, Simon Bowler, welcomed the opportunity to get professional advice.

“The Business Review program came at the right time for us. It was easy to develop a rapport with Paul Smarrelli, Enterprise Connect Business Adviser with Partner Organisation NORTH Link. Paul has a strong background in manufacturing and a lot of relevant knowledge,” Mr Bowler said.

### Outcome

Paul took a comprehensive look at Silver Lynx systems and suggested a few improvements. In particular, he introduced Silver Lynx to reporting software developed for manufacturing businesses. The company has reported that this is already making a big difference.

*“The process was easy. Because Paul scheduled appointments with us well in advance, I didn’t find time spent on the program intrusive. Once I realised the benefits to us, I could see it was time well spent.” – Simon Bowler, General Manager, Silver Lynx*

Paul also presented Silver Lynx with a thorough benchmarking analysis to give them a detailed point of reference for their business performance.



Silver Lynx’s bedroom collections are available from major bedroom furniture outlets nationally

“Benchmarking us against other businesses was a really useful exercise and it threw up a few surprises. For example, I thought we were pretty good at research and development, but compared with overseas manufacturers, we are weak in that area.” Mr Bowler said. “It was great to deal with a manufacturing professional who understood the issues and knew what I was talking about.”

After delivering the Business Review report and recommendations, Paul continued to help Silver Lynx by answering questions and meeting with their staff to clarify issues and give extra advice.

Silver Lynx report that they learned a lot from the Business Review and have started to make a number of changes. For example, Paul pointed out that there was room to improve succession planning as the business was vulnerable if key staff moved on. Silver Lynx have now employed new staff to fill such positions. They also increased their focus on lean manufacturing, looking at opportunities to reduce production costs.

“This program has been a real benefit to us and I’d strongly recommend it to any business looking to improve and grow in the future.” Mr Bowler said.

### Further Information

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