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ENTERPRISE
CONNECT

Shaping Business, Transforming Industry

Success Story

BLUNDSTONE

Moonah Tasmania 7009

Find out how **Enterprise Connect** is helping Blundstone get to the next level.

The 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.

The Outcome

"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 said. "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," he said.

Steve said the Business Review has had a positive impact. "It certainly produced the results I wanted. Michael analysed the business and through that



Mike Turner, Enterprise Connect's Business Adviser and Steve Gunn, Blundstone's CEO

showed us the areas where we could get the best results," Steve said.

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 have gone a step further and appointed a marketing manager to help with brand management and product development" says Steve.

"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.

For Further Information

Call Enterprise Connect on **131 791**
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