



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

CVW ENGINEERING

Toowoomba QLD 4350

Enterprise Connect helps CVW Engineering get to the next level.

The Background

Cass van Weelderren founded CVW Engineering in 1973 as a one-man enterprise. Since then, the precision engineering and machining firm that designs and manufactures fixtures, press tools and production machinery, has expanded to become a successful business employing over 40 people.

"It's a classic business that has grown to a good size, largely on the entrepreneurial instincts of the founding owner," explains Business Adviser Bill Kerr. "But as times get tougher, all businesses need to be more strategic."

CVW Engineering decided to participate in a Business Review to get an independent assessment of how the business was tracking. "We're looking to grow the business," says company secretary Ingrid van Weelderren. "And we want to make sure we have the right foundation to do that."

The Outcome

Bill's scientific research background and wealth of senior management experience meant that he could offer a good blend of theory, analysis and practical advice to the Business Review process. "Bill was great," says Ingrid. "He was very in touch with our type of business and understood where we were trying to head with it."

The main tool Bill used was the Winning Measures Benchmark Index. "Winning Measures is a global benchmarking diagnostic tool with over 100 000 businesses on its database," explains Bill. CVW Engineering agreed to use the tool, which required the completion of an extensive questionnaire followed by two workshops that drilled down on the detail even further.

In consultation with CVW Engineering, Bill used this data to identify areas for improvement and gave recommendations for how to tackle them.



Company Secretary Ingrid Van Weelderren and her brother Cass Van Weelderren (Managing Director and Company founder)

"The Business Review certainly gave us a different way of looking at our business and opened our eyes up to a few things," says Ingrid. The recommendations included creating a more formalised approach to business planning and setting goals for the short and long-term. "We also looked at ways to better manage working capital and continuous improvement processes," says Bill. "CVW Engineering is a very well-run business. The Business Review highlighted areas which will allow the business to stabilise and make it even more competitive."

"We unreservedly recommend the Business Review, says Ingrid. You've got nothing to lose and you get exposed to information and ideas that you never have thought about."

As a result of the Business Review, the firm is in the process of drafting a five-year business plan and pursuing AS9100 accreditation, which will position the firm well to pursue business development opportunities in export markets and the aerospace sector.

"We unreservedly recommend the Business Review," says Ingrid. "You've got nothing to lose and you get exposed to information and ideas that you may never have thought about when you're focussed on solving the day-to-day issues of running a business."

For Further Information

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