



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

HEATHER BRAE SHORTBREADS

Thomastown VIC 3074

Find out how **Enterprise Connect** is helping Heather Brae Shortbreads get to the next level.

The Background

Heather Brae Shortbreads is a family business, established in 1941, that produces a wide range of home-style gourmet biscuits. It supplies cafes, caterers, airlines and all major supermarkets across Australia.

After a recent move to a much larger premises and a significant investment in new plant and equipment, Managing Director Bass Wakim explains how the Business Review program gave his company an opportunity to re-evaluate its business plan. "Our business has grown steadily over the years. We now have a core staff of 40. While we'd done our own planning and evaluations, we were very happy to have expert assistance to check we were on the right track".

Our contact was Paul Smarrelli, Business Adviser for Partner Organisation NORTH Link. We found Paul to be excellent - very professional and extremely thorough. Meeting at our premises was a great way to work. He listened to us carefully, got to know our business, looked at all our processes and spoke with key members of our staff.

The Outcome

There was a bit of effort involved. We felt that we would get out of the process what we put in and that turned out to be right.



Heather Brae's Choc Viennese fingers

Paul's final report reinforced that we are on target and that our checks and balances are working well. Benchmarking us against other businesses showed our strengths and it was encouraging to see that we scored strongly in most areas. Paul's key recommendations focused on continuous improvement and finding new production efficiencies, which we were happy to take on board.

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Although our current sales are strong, Paul recommended that we increase our customer base through stronger sales activities, such as advertising and participation in trade shows. He suggested that we look more at new product development, including increasing our reach into organic markets. This will ensure that we recoup our investment in plant and equipment. When times are tough, programs such as this are a real asset to local businesses. I found it to be relevant, focused, professional and ultimately effective. I can't recommend the program highly enough."

For Further Information

Call Enterprise Connect on **131 791** or visit **www.enterpriseconnect.gov.au**