



An Australian Government Initiative



ENTERPRISE  
CONNECT

Shaping Business, Transforming Industry

## Success Story

### LA CASA DEL FORMAGGIO

Glynde SA 5070

**Enterprise Connect** helps La Casa Del Formaggio get to the next level.

#### The Background

With a vision to become the leading Australian manufacturer of fresh Italian style cheese products, La Casa has grown from strength to strength.

Since Gerardo and Rosa Cicchiello opened for business in Glynde, South Australia in 1988, La Casa has moved with the times - it is now run by their children, Claude and Marisa.

Claude says: "As a small business we were able to drive outcomes by simply being on the factory floor, directing traffic on a day-to-day basis. However, after a conversation with Enterprise Connect, I felt it was time we revisited the plan".

"Enterprise Connect provided a Business Adviser, Michael Cain, who took us through the Business Review process," Claude said.

Michael, who has a strong track record in helping Australian small business, looked at all areas of the business, from the customer base to operations, management and staff.

"We weren't surprised at the review findings. It highlighted some things we could improve and created a pathway for us to move forward," Claude said.

"The review confirmed that we were good at the operations aspects of the business, however we were lacking in the systems and procedures necessary to support company growth," he explained.

As a result of the review, La Casa has also put in a new management structure and incorporated systems.

"We also felt the need to invest in our people. We wanted to begin to develop a management team to



**Claude, Managing Director of La Casa, stretching the cheese.**

help with the next phase of the company's growth. Now I have people with specific skills at hand when I need them. This management team has given me the confidence to grow the business, perhaps even more aggressively than I might have otherwise."

"Ideally ... La Casa will be run by a management team ... based around overall business strategy and direction," says Claude.

#### The Outcome

Acting on the review, the firm used funding from its Tailored Advisory Service (TAS) grant to introduce a culture program incorporating systems and procedures. Additional to a TAS project designed to sharpen the firm's strategic focus, La Casa is now well on its way towards achieving its long term goals.

"Business growth has never been better and we now feel that we are beginning to support our operational strength with systems and procedures. Importantly, we have become more strategic in investing capital into the business as we prepare for even further increases in volume," Claude says.

"Ideally, in five years time, La Casa will be run by a management team with my involvement being very much based around overall business strategy and direction," says Claude.

#### For Further Information

Call Enterprise Connect on **131 791**  
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