



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

PINZ PTY LTD

Seaton SA 5014

Enterprise Connect helps Pinz get to the next level.

The Background

A shift in management culture has brought about change and further growth to South Australian business, Pinz.

Pinz, a family-owned business that has been operating for more than 23 years, is South Australia's largest wholesaler-only manufacturer of exterior blinds. Customers range from sole operators to national retailers, and products vary from customised spa covers to shade sails and PVC blinds.

Having registered online for an Enterprise Connect Business Review, Pinz Managing Director, David Snoad, was more than pleased to have his application approved the next day.

"The review process provided the stimulus for a team that had become complacent," David says. "The review's findings and recommendations provided the impetus for us to change - to act to improve business performance and to develop pride and ownership in our achievements to date."

The Outcome

Business Adviser, Phil Ransome, worked closely with David and the firm. David noted that, "In the last 12 months, we have implemented initiatives and developed new products, all of which have contributed significantly to sales and profit growth, but the underlying reason for all this activity and success is due to the shift in management culture arising from the review".

"The team has quickly adapted from a reactive, complacent, inward looking team to a professional outfit, hungry for success that expresses pride and ownership over the business," he said.

"Importantly, our contact with Enterprise Connect did not end with the review. Since its completion, Pinz has



Pinz shade sails.

hosted an Enterprise Connect peer workshop for over 20 South Australian businesses (Enterprise Learning) and is now participating in an Enterprise Connect pilot program, Enterprise Mentoring (one-to-one mentoring assistance for six months upon the completion of the review)."

"In the year of the Enterprise Connect review, company turnover grew by 32%. This financial year, the company has grown a further 94% beyond that."

"We also accessed the Enterprise Connect Tailored Advisory Service grant (offering dollar for dollar matched funding up to \$20 000) for assistance in preparing a corporate business plan and engaged in financial modelling, preparing us for further rapid expansion," David explained.

David highlights that in the year of the Enterprise Connect review, company turnover grew by 32%. This financial year, the company has grown a further 94% beyond that.

"Combining the impact of the review with our ongoing participation in the range of Enterprise Connect initiatives has prepared us for growing our business and sustaining our market leadership position, and all this during the global financial crisis," David said.

For Further Information

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