



An Australian Government Initiative



ENTERPRISE
CONNECT

Shaping Business, Transforming Industry

Success Story

WILLIAMS METAL FABRICATIONS

Elizabeth South SA 5112

Find out how **Enterprise Connect** is helping Williams Metal Fabrications get to the next level.

The Background

Business partners Robert Heinjus and Ross Williams started Williams Metal Fabrications nearly five years ago. The business focuses on hard-to-do quality metal fabrications, offering customers a one-stop shop that covers everything from the scoping and design stages, through to installation and infield repairs. With an annual turnover of \$3 million, the firm was keen to participate in the Enterprise Connect Business Review to get an independent expert to review the business and get advice on how to develop it further.

With an extensive background in the manufacturing sector and a strong track record in helping businesses fully realise their potential, Donna Edwards was a perfect fit for the role as Williams Metal Fabrications' Business Adviser.

After meeting with Robert and his team and touring the site, Donna mapped the firm's production process and used a diagnostic tool to form a complete picture of how the business was performing.

The Outcome

Robert was impressed with the depth of the analysis. "It wasn't just, rush in rush out," he says. "Donna studied what we do and gave us insights that we could easily understand. She didn't beat around the bush." One of the major findings was that the firm was operating at half capacity. "The Business Review picked up a lot of wastage," says Robert. Some of the recommendations included introducing



Enterprise Connect Business Adviser Donna Edwards with the Williams Metal Fabrications Directors.

a lean manufacturing layout to minimise costs, and developing expertise within the business to properly assess and price jobs. The Business Review also helped the firm to understand potential markets that they haven't yet tapped into and how to best access them. The firm is pursuing ISO900 accreditation and has successfully applied for the Tailored Advisory

"The Business Review has been the catalyst for unlocking the firm's potential. Its really opened our eyes and steered us in the right direction"

Service to fund a consultant to help them with this. "That has really skyrocketed things for us - our potential is unlimited," says Robert. Donna says by implementing the recommendations from the review, the firm will increase revenue and profitability, improve throughout and guarantee quality - all the ingredients needed to take their already successful business to the next level. "I'm confident they'll get there," says Donna. "They're well on their way now."

For Robert, the Business Review has been the catalyst for unlocking the firm's potential. "It's really opened our eyes and steered us in the right direction," he says. "I have nothing but good things to say about the Business Review - it's not often you can describe a Government program that way!"

For Further Information

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