

FUSION FOOD SERVICE

Regional Business Specialists Case Study



“As a small business owner, you sometimes know what you should do, but due to fear or uncertainty, you don’t do it. Stuart Goodfellow from Regional Business Specialists provided the tools, motivation, confidence and independent advice we needed to take our business to the next level. Working with Stuart has helped us change the way we do business to achieve real, measurable results.”

Larry Williams, Food Fusion Services

With the business came challenges

With a background in multinational food distribution corporations, Larry Williams purchased Port Macquarie based Fusion Food Service in 2009. The business was 15 years old at the time and a well-established fresh food wholesaler and distributor servicing cafes, restaurants, clubs and schools.

As a first time business owner, Larry found the biggest challenge was trying to get across all the unorganised systems and processes that had been largely neglected over the years.

Larry recognised that formalising and documenting the business procedures would be key to improving operations and preparing for growth – but he was unsure where to begin.

Room for improvement

Larry attended a seminar presented by Stuart Goodfellow of Regional Business Specialists and immediately recognised the value that Stuart could bring to his business.

Together, Larry and Stuart worked towards a range of goals including systems, documenting procedures, formalising financial reporting, improving gross margins and promoting the business.

The practical solutions Stuart suggested ranged from adjusting the pricing structure through to motivating and training staff.

Formalising processes and putting checks and balances in place has not only improved operations, but also adds a tangible benefit by increasing the financial value of the business.

Stuart’s hands-on approach instilled in the entire team the discipline needed to achieve their goals.

The business has benefited greatly from Stuart’s experience in marketing and sales, as well as his vast range of knowledge, resources and contacts.

Onwards and upwards

Despite a contraction in the retail market, Fusion Food Service has experienced a 15% increase in gross margins and 30% growth in sales over the three year period from 2009 to 2012.

Having improved the day-to-day running of the business, Larry’s time is now better spent cementing relationships with customers and negotiating with suppliers.

He has a driven team working more efficiently, more money in the bank and less headaches.

Importantly, Stuart has supported Fusion Food Service’s growth plans by helping position the business for further expansion.

