



PROBLEM STATEMENT

Ensuring the business foundations for the acquired company are set up for success in the first 100 days to support the future growth plan.

Client profile

- Pet Supplies Industry
- <20 Employees
- \$2M+ Revenue

Key team roles

- Director
- Transformation Manager
- Commercial analyst
- HR specialist

Business impact

- Ensured compliant with requirements in the transition agreement and business operations continuity from Day 1
- Reviewed employee contracts and working conditions to ensure compliant with standards
- Gained endorsement of strategic priorities, 5 year plan and mid term plan
- Recruited key roles to support execution of the plan
- Built reporting, forecasting and commercial models to assist management with sound decision making
- Managed ERP system implementation until responsible role was recruited



Our client purchased an Australian Pet Supplies business for \$10M. Whiteark was engaged to help solve the following key deliverables: Day1 Readiness, Integration Plan, 100 Day Plan and Value Creation Program of Work. Ultimately each of these deliverables would set the foundations for the acquired company's ability to maximise the return on sale.

Approach: Setting up for success in the first 100 days – complete the transition, endorse the plan and accelerate the plan.

- Complete the transition – ensure alignment with the transaction agreement and set the business up operationally to allow the business to move to executing the new plan, prepare communications for varied audiences – suppliers, customers, employees about the changes and the opportunities the new ownership present.
- Endorse the plan - Identify and prioritise top value creation levers that will drive the greatest impact for the business, create business roadmap of activity to be focused on over the next 5 years to meet strategic objectives, build 5 year plan and detailed mid term plan and establish new operating model.
- Accelerate the plan – identify quick wins, recruit new roles, accelerate sales and marketing activity and focus on securing commercial agreements with targeted retailers.

Solution:

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5 YEAR PLAN

25x

BUSINESS MULTIPLE

PRICING INCREASES

+11%

REVENUE RESULT YOY

SECURED FUNDING

\$2.5m

TO SUPPORT GROWTH PLAN