

## Project Scale



**Industry** *Manufacturing*

**Scope** *Corporate and Commercial Strategy*

**Location** *Melbourne*

**Project Lead** *CRM Partner*

**Tags** *Commercial, Corporate, Manufacturing, Strategy*

## Project Detail

### Challenge

A hi-technology manufacturer required a corporate and commercial strategy to underpin business growth for the next five years.

### CRM Approach

CRM Advisory were engaged to be the architects of a broad corporate and commercial strategy for the business. The primary objective of the strategy was to increase the company's capacity in order to scale up its revenue and profit contribution. Specifically, we were charged with developing a plan towards increasing enterprise value.

### Outcome

CRM Advisory delivered a broad-brush strategy and tactical plan, which has given the client a clear and concise strategic commercial direction.