



Martin
Business Consulting

Making Business Work for YOU!

Introduction

I am a reputable executive with over 30 years combined experience impacting Company performance with a strong managerial style, effective operational processes and business development strategies. I am an award winning focused individual applying a variety of techniques in order to make things happen. I have been successful in various business sectors including Tourism, Manufacturing, Wholesale and Not for Profit and owned my own businesses.



I am customer focused and a natural leader, investing in people and developing innovative solutions to meet or exceed business/company goals. I am results driven with a record of developing and delivering initiatives to drive growth, efficiencies, balance sheet stability, employee development and a strong Brand/Company reputation.

I look forward to working with you.



EDUCATION

CRANFIELD UNIVERSITY
MBA - Finance and Marketing

CANTERBURY UNIVERSITY
BA - Psychology

SKILLS

- Strong project management skills
- Strategic thinker and action orientated
- Developing partnerships through collaboration
- Commitment to strong customer service
- Encouraging sustainable growth
- Able to deliver results with in budget and on time

EXPERIENCE

I have successfully operated at all professional levels
Board member with Plastics New Zealand, Polariod NZ, Newman's Tours, and UEB Packaging;
General Manager with Newman's Tours, UEB Packaging and Polaroid NZ;
Marketing Manager at CPC UK, Halfords, and Feltex.
Owned my own businesses and CEO of a Not for Profit.

What do we do? _____

We work with you to get the best from your business. I use my skills and experience to get great results.

We learn about your issues, develop an understanding, create a tailored proposal for future action to make your business work for you.

Planning, direction and goals
Increased profits
Reduced costs
Add value
Improve your life
USP

RESULTS

Identify and fix a challenge
Add clarity & focus
Build a valuable asset
Stronger successful business
Increased revenue



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Completed Projects

Noted below are some of the projects I have completed with some very positive results.

SKI FIELD - " Value Add" promotion for visitors to Queenstown.

LOCAL OPERATOR - preparatory exploration before a Project got under way

A BOARD ROOM STOUGH - sorted a disagreement between Directors. Resulted in change of Direction, change of Directors, an improved market position and company policies.

COMPANY DIRECTION - complete SWOT analysis with Board members, Associated Planning, Strategies, Action Plans, Structure, and other details

MANUFACTURER - Strategic review leading to dismissal of key staff, recruitment of key personnel, redesigned factory, Quality targets etc

GLENORCHY - specific problem sorted

TOURISM VENTURE - intro to Tourism from farming background

TOURIST VENTURE - complete overview and planning for a new owner, acknowledge changes in the market place, devise and implement operational and marketing to align with market changes

ACCOMMODATION - review for owner to understand the culture of the business, understand staff perspective of the company, devise and recommend major changes to the company market positioning.

TRADES COMPANY - building industry related supplier needed to make changes to increase value and prepare company for sale.

TRADES COMPANY - building related product and service related offering. Major issues relating to debt, mixing business and personal, staffing, structure, H and S, operational efficiency, trouble with proud owner, marketing improvements, business developments etc.

PRODUCT IMPORTER/DISTRIBUTOR, FITTER - complete company review and reset. Liaise with owner to save Contract Agreement.



Testimonials

Testimonials below as written by satisfied clients, further comments available on request.

TONY BUTSON, CHAIRMAN, WESTWOOD GROUP HOLDINGS

" I would highly recommend Robin as someone who can achieve outcomes with in an economic time frame"

CHEVY CHISHOLM, MANAGING DIRECTOR, ENERGY EFFICIENT BUILDING LTD

" Robin has been an invaluable asset for my business. He helped me get through the process of re- establishing the business"

MICK MOFFATT, OWNER AND MANAGING DIRECTOR ,QUBE

" I was able to put a Business Plan together and the results have far exceeded my expectations"

DEAN PREBBLE, TRADE COMMISSIONER, TAPEI

"Quick to get down to the root cause of a problem.... And able to see project through to a successful completion"

BEN AUSTIN, OWNER, LIGHTHOUSE WINES

"Robin was incredibly helpful and I would not have got this far without your input. I appreciate it and would be happy to have you on board next time "

GRAEME ALLAN, IPLEX PIPELINES

'Robin is the ideal man to help position your business where it is most effective"

DR PETER PLIMMER, 3M, SCIENTIST

"Robins ability to define and correct problems is exemplary"

PROFESSOR NEIL EDMONDS, UNIVERSITY OFF AUCKLAND

"Robin has the knowledge and skills required to identify market needs and co-ordinate action necessary to translate into commercial profitability"



My Offer

FIXED PRICE MENU

Prices for other specific projects on application

Hourly rate \$100+gst per hour

No other hidden costs

Complimentary

Initial 2 hour exploratory session
plus report on findings
& recommendations

FACILITATING A STRATEGIC PLAN - \$1500

Prepare, facilitate and lead the whole process including SWOT and present a final plan that is easy to follow and use as the basis for your managing the organisation over the next few years

FACILITATING A BUSINESS PLAN - \$1000

Prepare facilitate and lead the whole prcess including a SWOT.

Present a final document that acts as a road map for the business during the next year

FACILITATING A SWOT ANALYSIS - \$800

Create the basis for the strategic plan and business plan including full report

DEVELOP A UNIQUE SELLING PROPOSITION (USP) - \$1000

This is a key to successful, long term business and is fundamental to market dominance

BUSINESS HEALTH CHECK - \$500

Review the business under the key attributes of the business, report and action recommendations

FINANCIAL HEALTH CHECK - \$800

Review the key financial metrics with full recommendations for action.

INCREASED REVENUE - \$800

Review current position and make a report on recommendations to acheive new goals

REDUCE COSTS - \$800

Review current position and create on recommendations for action

COMPETITIVE REVIEW - \$800

Analysis and recommendtions for action such as positioning, pricing and packaging.

PREPARE A BUSINESS FOR SALE - Price on Request

Review of existing business, valuation, target sale price, action plan to achieve goals, managing the process is also possible

Partners

Names of local companies that I would recommend for their commitment to good business practice and excellence of service.



Human Connections Group Limited - Victoria Robertson
029 200 1595 | victoria@humanconnectionsgroup.com |
www.humanconnectionsgroup.com

Dunedin & Queenstown based supporting business owners and managers of SME's who are struggling with the pains associated with Recruitment & Human Resources. We service companies throughout Dunedin, Otago & Central Lakes.



Mrs Tradie Ltd - Max Collins
027 490 2280 | max@mrstradie.co.nz | www.mrstradie.co.nz

This innovative new business provides executive level administration support targeting Tradies and self-employed business owners, and their growing client base couldn't be happier finding their cash-flow woes have disappeared, they're more profitable & have more time to spend with people they care about.



Berry & Co - Matthew Edwards
027 442 0110 | medwards@berryco.co.nz | www.berryco.co.nz

Long established Southern legal firm for assistance with property, commercial, business, private, family/relationships, employment, trusts/wills/estates, agribusiness, overseas investment and immigration law. We are driven by results and protection of client interests.



MTF Finance Central Otago - Julia Bentley
03 450 3333 | centralotago@mtf.co.nz | www.mtf.co.nz/centralotago

Finance for vehicles, caravans, boats, trucks, trailers, heavy machinery or general business equipment.



Lionheart Consulting - Duncan Ashford
021 028 76313 | duncan@lionheartconsulting.co.nz | www.lionheartconsulting.co.nz

Lionheart Consulting provides communication skills training, in areas such as presenting, public speaking, selling, influencing and customer service. Clients range from individuals and small businesses to multinationals and government departments. Coaching is highly practical, entirely customised and transformational in helping people communicate in all situations with greater impact and clarity.



Queenstown Print Ltd - Samantha Hitchcock
03 927 4654 | sales@queenstownprint.co.nz | www.queenstownprint.co.nz

Helping businesses, like yours, to promote themselves more cost effectively through print & promotional solutions. We are real people & we're locals.



Roost Mortgages - Mark Pullar & Toby Stanley
03 441 2227 | info@roost.co.nz | www.roost.co.nz

At Roost we're passionate about helping our clients take the next big step in their lives. We're experts in getting loans approved, in negotiating the very best rates and terms and structuring your loan so it works best for you.

Roost Mortgage Brokers. You find your home. We'll find your loan.



Total Brand - Daniel Sweeney
022 695 4269 | daniel@totalbrand.co | www.totalbrand.co

Total Brand support a wide range of Startups and SMEs with logo development, branding, websites and promotional marketing both on and offline.



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Complimentary

Initial 2 hour exploratory session plus
report on findings and recommendations

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