

Consultancy advice for Mackintosh Grant

Suggested answers

Ideas for growth acceleration

1. Review job descriptions (after Merging and Acquisitions there will be duplications of roles) which will involve redundancies
2. Remove specialise division (sell or merge with another specialist brand/competitor)
3. Go online (faze out or have as offer on request hard copy version)
4. Introduce in store point of sales with retailers
5. Outsource production to far east market
6. Introduce 'just in time' supply of products (this will reduce the amount of stock held at warehouses)
7. Create new budgeting plan
8. Introduce link based relationship with retailers (will allow customers to order goods from retailers websites)
9. Sponsorship of sport stars and athletes
10. Identify growth opportunities in emerging markets

