

BUILDING BETTER BUSINESSES

PEOPLE

MARKETING

PROCESS

PROFIT



Introduction

Gibsons was established in 1974 to provide specialist business advice to companies in the manufacturing, industrial and technical business sectors. For more than 35 years we have assisted public and private sector clients to manage their growth, develop their people, improve operations, increase profitability and implement effective management processes.

Why We Are Different

We are a group of skilled professionals who have held senior positions in public or private enterprises, both large and small and they understand business-to-business markets. It is this firsthand industry knowledge that allows us to quickly resolve business issues based on experience, while using proven analysis and reporting tools.

That combination of experience; our access to specialist capabilities through in-house specialists and skilled partners; and our practical approach to consulting allows us to turn strategy into action.

That is what makes Gibsons unique.

Our Customer Guarantee – We say what we will deliver. We deliver what we say. We will stay until that is done

What We Do

Our methods are simple and straightforward, but very effective. We use Strategic Analysis and Business Planning techniques to identify the issues and then apply our knowledge and experience to develop and implement solutions that will guide business growth through effective people management; targeted marketing; efficient process development and accurate financial reporting. We help prioritise the issues, develop the plans and then apply our knowledge and experience to identify and implement the optimum solutions.

PEOPLE MANAGEMENT

- Identify skills and capability gaps
- Develop organisation structure
- Recruiting and retention strategies
- Performance management, reward and recognition systems
- Employee development
- Personal and Team Profiling
- Culture change and development
- Develop HR systems and processes
- Succession planning
- Personal and Team Mentoring

MARKETING

- Audit existing marketing activities
- Market research and assessment of client satisfaction
- Develop positioning strategy
- Market segmentation and identifying value propositions
- Product development and pricing strategies
- Create brand identity
- Promotion strategies to establish market position and generate leads
- Distribution strategies including sales planning and management
- Practical development of marketing materials
- Sales training

BUSINESS PROCESS

- Process audits
- Business process mapping
- Key result areas and key performance indicators
- Lean techniques

- Supply chain management
- Risk management
- Quality Assurance Systems
- Workplace Health & Safety Systems
- Environmental Management Systems
- IT Systems implementation

FINANCIAL MANAGEMENT

- Determine the financial health of the business
- Identify critical financial measures
- Product / service costing systems
- Financial reporting systems
- Cost / benefit analyses
- Training key staff to understand financial reports

FEASIBILITY STUDIES

- Evaluating new business concepts
- Expanding or amalgamating operating facilities
- New capital projects
- Business mergers and acquisitions
- Entering new markets
- Developing new products

Why Deal With Gibsons

All our consultants have had extensive, hands-on business experience. We are not theorists. We provide practical advice that will help attract and retain staff, deliver productivity increases, create greater efficiency and improve profitability.

Our aim is to help businesses organise and prioritise the issues and opportunities that they face. We analyse the current business position; establish an overall strategy to guide future development; and provide action plans that will detail the marketing, human resources, financial and operational activities required to achieve the business goals. operational activities required to achieve the business goals.

To guarantee success we ensure that we provide the necessary practical experience through all stages of implementation.

We are consistently aware of implementing our values in everything that we do:

- Honesty** *Everything we do is based on sincerity and truthfulness.*
- Integrity** *We will not engage if we can't add value.*
- Quality** *Our minimum standards are excellence and consistency.*
- Commitment** *We will do what it takes to deliver on our promises and obligations.*
- Results Focused** *We are here to build a sustainable business by delivering value to our clients.*

The quality and consistency of our work has been recognized by QMI Solutions who have accredited Gibsons to deliver

programs on their behalf for each of their operating divisions. Our consultants have also been approved to deliver a range of State Government programs such as Jobs Assist and Productivity Hubs and we regularly assist clients through the Tailored Advisory Service element of the Enterprise Connect program.

Experience

We have gained a broad range of experience working with corporate, SME and government clients over more than 35 years. Our approach has been to use professional business practices to obtain sustainable and measurable improvements.

We solve problems – We don't sell products

We have the experience and knowledge to provide real solutions which we have demonstrated across a wide range of assignments that have included:

- Improving employee engagement and performance
- Strategic analysis and business plans
- Feasibility studies
- Marketing and sales plans
- Profitability improvement programs
- Operational reviews and productivity improvement programs
- Developing executive leadership

Some Of Our Clients

- Atlas Heavy Engineering
- Brisbane City Council
- Cable Laying Products
- Denning Coaches
- Department of Employment Economic Development & Innovation
- Department of Transport and Main Roads
- EHS Manufacturing
- Gold Coast City Council
- HiTech Tooling
- Industry Capability Network
- Inform Plastics
- Jet Engineering
- JP Piping
- Lightwave Yachts
- Manufacturing Skills Queensland
- McSheds
- National Chemical Cranes
- North Queensland
- Nyholt Constructions
- PPW Steel Fabrication & Welding
- QMI Solutions
- Redbourne Business Services
- Sicada Fire & Safety
- Team Engineering Services

