

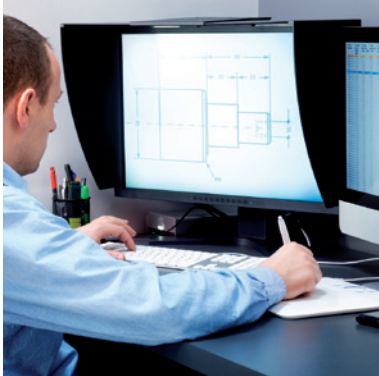
CONSULTING & MARKETING Services

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.

All our consultants are 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.

We believe that it is the combination of our experience; our access to specialist capabilities; and our practical approach to consulting that allows us to turn strategy into action and what makes Gibsons unique.

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 analyze 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.

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

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

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 – Performance & Innovation Division, Industry Capability Network (ICN), Manufacturing Skills Qld (MSQ) and the Australian Institute for Commercialisation (AIC).

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

DTS Group

Redbourne Business Services

RMA Engineers

Burman Griffiths

Douglas Partners

Arbor Australis

Bunya Solutions

BDS VirCon

Cell Consultancy

EarthCheck

SkillPro Services

