

The logo for Stuart Allan features the name 'stuart allan' in a white, lowercase, sans-serif font. To the right of the text are three interlocking gears: one red gear at the top and two light blue gears below it. The background of the slide is a dark blue image of a person in a suit pointing at a line graph on a grid.

stuart  
allan

# GROWTH ACCELERATOR PROGRAMME



# Stuart Allan

## **BUSINESS COACH & MENTOR**



# BUSINESS EXPERIENCE

Founder and Managing Director of my own national and international food manufacturing company. For 26 years supplying 'blue chip' retailers and food service companies.

[www.stuart-allan.co.uk](http://www.stuart-allan.co.uk)

## MY PHILOSOPHY

“As a fellow business owner, I understand the courage, determination, skill, self-belief and sheer hard work required to establish and grow a profitable company. I also realise that it is never an easy journey, with numerous ‘pit falls’ awaiting; having been ‘in the trenches’ myself under intense pressure on numerous occasions, I have gained the experience and skills to confidently apply the correct strategies and tactics to achieve success. I am passionate about helping you achieve similar results in your business and home life, and to re-energise your ambitions and dreams by working with you and by investing my boundless energy into making your business as successful as it can be.”

## CAN YOU IDENTIFY WITH ANY OF THESE COMMON... **BUSINESS ISSUES?**

- Lost enthusiasm for your business?
- Business is in decline despite working hard?
- Business is expanding quickly but constantly runs out of cash?
- Business hasn't grown recently, and you don't know which direction to take?
- Considering stepping aside for a family member to take the helm, but are not sure what to do?
- Would like to raise investment but don't know how to?
- Would like to sell your business and maximise the price?

**IF SO.....** Let's talk about the Growth Accelerator programme!

A programme  
designed for...  
**“STRATEGIC BUSINESS  
DEVELOPMENT”**

- Substantially increase profitability
- Identify new opportunities and increase sales
- Review and improve operational management
- Review and improve financial structures
- Review and implement business goals
- Review and train your team
- Create a marketing plan



# GROWTH ACCELERATOR PROGRAMME



## ORBIT MAP

- Create a one page 3 year business plan
- Identify profitable growth opportunities and profit margins
- Identify team and training requirements
- Identify infrastructure and capital expenditure requirements
- Identify marketing requirements to create growth

# STRATEGIC REVIEW

- Create four key business development strategies
- Identify key tasks to implement the strategies
- Allocate key strategic tasks to senior management
- Identify key strategic implementation dates
- Maintain accountability during the programme



# 90 DAY PLAN

- Create a quarterly business development plan
- Identify key profitability improvement goals
- Identify key business systemisation goals
- Maintain accountability for business development



# IDENTIFICATION OF TARGET MARKETS

- Review current market sectors
- Establish saturation of current markets
- Identify key new strategic markets
- Create a decision matrix





# MAXIMISING SALES AND NEW PRODUCT DEVELOPMENT

- Review sales processes
- Review conversion rates
- Undertake a product portfolio review
- Undertake a product development review

# MARKETING PLAN

- Review current marketing strategies
- Complete a digital marketing assessment
- Identify new strategies
- Write a succinct marketing plan

# IMPLEMENT MARKETING TESTING AND MEASURING

- Establish ROI's on your current marketing spend
- Explore new channels for your promotions, test and measure
- Identify your USP's and ESP's (Emotional Selling Points)
- Create a 360 degree marketing strategy using all appropriate channels
- Explore 'disruptive marketing strategies' to stand out from your competitors

**“REMEMBER CONSISTENT, PLANNED AND MEASURED MARKETING NEVER FAILS, IT'S AN INVESTMENT NOT AN OVERHEAD”**

## FINANCIAL REVIEW

- Budget against actual forecasting
- Establishment of key financial margins
- Product costings review
- Cashflow review



## REVIEW AND IMPLEMENTATION OF KPI'S

- Identify key targets in sales, operations and finances
- Establish monitoring systems for KPI's
- Establish reporting structures



## SWOT ANALYSIS

- Review the internal strengths and weaknesses of the business
- Review the external opportunities and threats to the business





## TEAM PROFILE AND TRAINING REVIEW

- Conduct a confidential team profile assessment via an individual questionnaire
- Provide a team summary infographic
- Conduct a training review

# PSYCHOMETRIC DISC PROFILE

- Identify your senior manager's true personalities
- Create greater understanding and empathy within the team
- Maximise your team's strengths

# TESTIMONIALS



“Stuart has taken a business from the grass roots to a £10m t/o and understands all the growing pains that brings. He has learnt his trade over many years and has established excellent and sound business practices”

**MATTHEW SWAN – COMMERCIAL MANAGER, NATWEST BANK**

“Having recognised the need for a coach last year following a difficult MBO, I started working with Stuart. One year in I’m highly satisfied, without Stuart’s input I am not sure I would still have a business; with his input it is thriving.”

**GEORGE ASHORD – CEO, CREATIVE MEDICAL RESEACH LTD**

“Stuart has been brilliant at getting straight to the heart of the matter and working with me to develop and execute the solutions which are making a huge difference to my company and my life.”

**DAVID DODD – MD, INTERNATIONAL EXPORT SUPPLIES LTD**

“His wealth of business experience, based on running his own very successful company, ensured that he really understood my business and gave me the confidence as well as excellent, practical advice that has enabled me to really move forward.”

**SUSANNAH CHENEVIX-TRENCH – MD, CHENEVIX JEWELLERY**

# TESTIMONIALS

“Due to your outstanding business knowledge, attention to detail and assertiveness you have given us the ability to identify what we need to change in order to improve and grow the business.”

**PETER BESSEY – MD, TIMELINE INTERNATIONAL LTD**

“Within a very short time working with us, Stuart learnt about our business and the services that we sell, and adapted his own professional experience and well tested business tools that we would never of known existed. Oh, I nearly forgot to mention ..... he’s a really nice person too!”

**TREVOR KLARNER – MD, KLARNERS COACHES LTD**

“His wealth of knowledge, experience and practical guidance is absolutely priceless. he is a hard task-master so only work with Stuart if you are prepared to do your homework, accept constructive criticism, stick to deadlines and want to aim high.’

**FIONA WRAY – PARTNER, RATHER LOVELY ORGANIC SKINCARE PRODUCTS**

“You have helped to provide a focus for our growing business, and as such we have been able to see the huge opportunities that there are available to us, this has given us renewed enthusiasm for the future. You have given us fantastic advice”

**JACQUI GOTTS – MD, ADENA FIRE SAFTEY SERVICES LTD**

# PROGRAMME DURATION

**12 x 2 hour bi-weekly meetings conducted over a 24 week period**

(Approximately 6 months, subject to mutual holidays and client convenience)

Additional full contact via telephone, email or skype offering reactionary support during the course of the programme to address the 'day-to-day' issues that may arise within the business.

**...on completion of the programme, and subject to my client portfolio, you will have the opportunity to transfer onto a bespoke 1-2-1 coaching programme.**

THANK YOU  
for participating

And finally to quote Jim Rohn:

“Don’t wish it was easier,  
wish you were better”

stuart  
allan



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