

case study

MITSUI AND CO UK PLC

Business turn-around in subsidiary of Global Multi-national

Background

This Japanese multi-national is in the Fortune Top 100 companies, but its UK subsidiary Datatag had begun to exhibit growing pains.

After five years of successful growth and high net earnings, the parent company wanted to understand why growth & profitability had begun to stagnate. More importantly it wanted to turn around the situation quickly.

Project Detail

CULTIVAR Consulting undertook a diagnostic exercise to explore why the business was stalled. We found that after becoming market leader in the UK motorcycle security sector, the management team had pursued a market expansion strategy, taking Datatag into business sectors it didn't really understand, and with little success.

Our recommendations suggested the need to exit

unprofitable UK market sectors and a move to grow its core competence within the much larger European motorcycle market.

CULTIVAR MD James Rock was then invited to become Interim MD with a remit to implement these new strategies. over six months he successfully transformed the organisation including developing new distributors across Europe and investing in a UK service partner.



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