



# CASE STUDY

## Business review and reorganisation

### The task

A window manufacturing company had lost its way in terms of where it was going in the market. The owners become confused between development for its own sake and what they really needed out of the business. There was also a lack of strategic direction for the business and this was affecting both the business and the personal success of the owners.

The owners contacted Tangram for truly independent advice on strategy, marketing and production management.

### What we did

The company had grown successfully from small beginnings but this was not controlled and the owners were concerned that growth was actually threatening the stability of the business.

Tangram offered an entirely unbiased assessment of the business and what could be done to improve it.

In conjunction with our legal and accounting partners, we initially reviewed the business and the needs of the owners.

Using these as a basis for progress we created a new strategy for the company to meet the needs of the business as well as those of the owners. This involved actually reducing the rate of growth to improve cash flow and reserves, creating agreed performance targets for the senior managers, introducing improved working methods and providing a strategy for improving the personal wealth of the owners by extracting cash from the business in appropriate ways.

We continue to advise the business on a regular basis to ensure that the strategy is being operated correctly and delivering the desired results.

### The benefits

- A new strategic direction for the company.
- Improved personal wealth of the owners.
- Improved and reduced workload of the owners.
- Improved management structure.
- Improved production systems for greater production and delivery reliability.
- Systems for limiting the work inflow but maximising the return on investment.
- Controlled expansion of the business to meet the needs of the owners rather than the needs of other people.
- Consistent monitoring of the process to ensure continued success.

### More details?

**Contact:**

Dr Robin Kent  
Tangram Technology Ltd.

PO Box 24

HITCHIN

HERTS, SG5 2FP

Tel: 08700 278 379

e-mail: [rkent@tangram.co.uk](mailto:rkent@tangram.co.uk)

website: [www.tangram.co.uk](http://www.tangram.co.uk)

