



Success stories

Entrepreneurship at its best!

Science based food business with a mission to “help Australians eat themselves better”



In 2015, bariatric surgeon Dr Geoffrey Draper and Kate Save, an accredited dietician and exercise physiologist, decided they were tired of seeing patients struggling to lose weight, existing on shakes and bars, resorting to gastric bypass surgery and failing to keep their weight off. Together, they launched Be Fit Food, a low carb, nutritionally complete meal program and began their mission to “help Australians eat themselves better”.

Growing quickly

Due to successful exposure on Shark Tank in 2017, the firm’s profile received a boost. Within weeks, the firm grew from a staff of 5 to 63, delivering nation-wide within 6 months. The 1500% growth was phenomenal; however, it was challenging to manage the speed of growth & build capabilities within the business.

It was at this stage, be Fit Food began working with Raj Gopal from ‘Entrepreneurs’ Programme’ to assist them in dealing with their growth and review and upgrade their business capabilities & processes.

COVID 19 Lockdown gifted the business the time needed to evaluate their systems.

The business was also introduced to Rob Olver - a Facilitator in *Digital Business Transformation*. By implementing the Business Model Transformation service, Raj and Rob helped Be Fit Food develop a clear roadmap for continuing their successful path while streamlining their services and keeping their mission at the forefront of everything their team did.

Plan of action

The big opportunity Be Fit Food had was to research, purchase and implement an inventory management system for optimising stock availability from the warehouse to the website. Raj was able to find the right technology and solution for managing such an intricate yet mammoth process.

Raj assisted Be Fit Food in creating a 3-step action plan that included a roadmap for growth, research into the market and the implementation of an inventory management system.

Outcomes and the future

Although they are still rolling out many aspects of the program, both Kate and Dr Draper have already seen numerous achievements. Raj was able to analyse the business’s model and systems, develop a well-researched growth plan including significant process changes, and assist in implementing the plan along with a disciplined review process.

“Ultimately, Raj gave us the people that we needed to move forward and continue in our success. In addition to internal hiring, Raj introduced us to digital agencies and technology companies to assist us in finding the right tools to support the business growth. Rob gave us the strategy and tools to bring our team along on the journey”, Kate Save, CEO