



Success stories

**Transforming business
& fastening technology**



Director of Product Development, Tom Baskovich, credits the Entrepreneurs' Programme with helping transform Engentus' approach to the market and business growth.

About Engentus

Engentus Pty Ltd, formally Segnut Pty Ltd, specialises in industrial fasteners and retainers. It is focussed on delivering performance, productivity and safety through its engineering innovation and inventive solutions.

Transforming business

In their May 2020 Business Evaluation Action Plan (now called Growth Roadmap), with the support of their Facilitator, Bill Sashegyi, Engentus developed a vision as to how the business could survive and grow.

There have been key changes in the approach to the market and rebranding of the business as Engentus.

Their Segnut fastening technology and TopTorque™ tooling system have become product lines.

Procurement planning and forecasting involved market research and development of volume forecasting models for uptake by major mining companies, product mix modelling and turnover cycles.

Manufacturing process and design requirements were reviewed and opportunities to improve product manufacture were identified.

Strategies have been developed to mitigate against supply chain interruptions, enhance access to wider markets, and enhance fastener manufacturing processes and improve product design with the aim of driving down manufacturing costs.

Engentus has achieved greater alignment between marketing and engineering teams and adopted project prioritisation and planning systems, ensuring market outcomes will be met within the required timeframe and within the expected cost.

“The program’s support helped underpin our successful capital raising and our continued growth”, Tom Baskovich, Director - Product Development at Engentus.

Capital raising

The vision as to how Engentus could survive and grow, and outcomes of their other strategic business planning work, were captured in an Information Memorandum finalised in May 2021 targeting the raising of \$2 million which has been well supported.