



Success stories

**'Focus' on the future
for Focus Machinery**

Establishing the right
foundations for growth



**Ambitions to disrupt the
construction industry**

With one of the largest and most unique ranges of earthmoving equipment for dry hire in Victoria, Focus Machinery is driven to boldly challenge the construction industry so customers and communities thrive.

Boasting a fleet of over 230 machines and 850 attachments, Focus Machinery enables customers to 'go ahead and dig'.

Keeping up with growth

When joining the Entrepreneurs' Programme, Focus Hire was experiencing rapid growth, however the organisational structure had not kept up and was not positioned for future growth.

The business lacked documented processes and procedures which they saw as a risk to the customer experience. There was a lack of strategic planning which was needed to achieve goals and develop plans to move the business forward.

Focus Hire desired controlled, scalable and sustainable growth. Within 10 years, the business planned to have additional depots interstate.

Building the business foundations

While the business was growing organically, Focus Hire needed greater clarity and focus to steer their future growth. It was essential to establish the right business foundations. With an open mind and an appetite to learn and grow, Focus Hire was well suited to the bDesign service and worked with Facilitators, Nicola Harrop and Tanja Hall to achieve this.

The business undertook a series of workshops to develop the bDesign *uPAT Framework*, a foundational strategy which is currently being expanded upon by Focus Hire. The process enabled the business to more deeply understand their customers, define their purpose, articulate their aspirations for 2025 and establish their cultural tenets. "I thought I could think outside the box... but the uPAT Framework process helped us so much", said Jerry Nipper, Managing Director.

Focus Hire now has greater clarity regarding who they are as a business, where they are going in the future and how they will achieve their aspirations and goals. They have also embarked on implementing a quality system.

Surpassing goals

Focus Hire reported 50% growth in 2021 and at the end of the year had achieved their biggest day and month in the history of operations. With an increase in demand, 75 new machines are currently on order.

While additional depots interstate is an aspiration within 10 years, the business is already in the process of opening their second branch in Pakenham in April 2022.

"The EP programme and uPAT Framework gave us clarity as to who our core customers are, their pain points & how we can make their day more productive."
Jerry Nipper, Managing Director, Focus Hire