



Success stories

Adversity Drives Value-adding

Product innovation leads to transformative change

COVID-19 opens new frontiers

Catalysed by the shutdown of the HORECA channel, the business has accelerated its value-added product development program and, in the process, discovered more profitable markets.

Entering new supply chains and innovation leads to profit

With a large customer base in the WA wholesale fruit, vegetable and B2B HORECA markets, Fresh Frontier needed to take urgent action when these channels entered "lock down". The business faced two critical challenges: (1) How to enter new channels unaffected by COVID-19 and (2) How to use existing production capabilities to develop new products sought by these new channels.

With help from Australian Government Entrepreneurs' Programme the business

has undergone digital transformation enabling it to supply consumers directly via an online sales portal and to develop significant online presence allowing direct communication with consumers

Growth Facilitator, Gabor Hernadi, provided access to the latest market information and international food trends guiding the business' product innovation. Product were reconfigured from food service to retail sizes and new value-added products such as soups, sauces and prepared frozen/chilled meal products were developed. These were themed and positioned in response to consumer trends and dietary needs.

Supporting the transformation required changes to internal processes such as ERP platform and org structure to reflect the changed operational need of a retail focused company.

The result was that revenue grew by 22%, employees increased by 50% and EBIT nearly doubled.

A team approach provided 360 degrees support

To provide comprehensive support, Gabor has facilitated several specialist

advisory services within the Entrepreneurs' Programme including the BDigital Advisory service to assist with digital transformation.

IBIS and Mintel market reports, Learning Events and regular progress meetings assisted the business.

"The comprehensive support from the Entrepreneurs' Programme enabled us to transform our business for the new normal in food manufacturing and marketing." Michael Leen, Managing Director.

Business transformed

With the easing of COVID restrictions, the business found itself now having significant strength in consumer-focused value-added retail packed products, and was ranged in independent and national grocery chains, making for better margins. The original but less profitable HORECA channels became of secondary importance.