



Success stories

Nutrifield

Applying high tech to
agriculture

Technology Leader

Nutrifield is an innovative, technology-driven, industry leading, manufacturer of liquid fertilisers and agricultural products for hydroponics and agricultural applications. Established in 2004 as a wholly owned part of the Dome Group family of agricultural-related businesses, it is known for its patented Pro Pot system, high quality substrates, unique blends of bio stimulants, and superior liquid nutrients.

Two Pillars of Skillset and Application

Dr Jamie Selby-Pham, Operations Manager and Head of R&D at Nutrifield says that the Nutrifield culture is driven by two primary pillars; 1) development of novel products by the experienced PhD scientists and 2) utilisation of lean six sigma (LSS) strategies to ensure capture

and fulfilment of the voice of the customer (VOC).

When Nutrifield was introduced to the Entrepreneurs Programme, the business already had high-quality bio-secure laboratory and research areas, R&D activities, and basic manufacturing and packaging capabilities. The business saw the advisory interactions as an opportunity to build its capabilities to enhance the quality and consistency of products. "The assistance from our adviser Vineet, Growth Facilitator - EP Programme, has provided exceptional guidance to the leadership team and to all levels of the company to help cut operating costs, improve EBIT, increase revenue and create Six Sigma Black belts within the organisation".

Cultural Change

The greatest benefit to Nutrifield has been a cultural push and increased motivation across all levels, resulting in improved communication between management and the lower and middle leadership team where every level of the organisation has developed the mindset of continuous improvement. Nutrifield has taken advantage of many services

and the grant, including the Business Evaluation, Growth Services, Innovation services assistance and personal mentoring from EP, which has resulted in multiplying revenue and profitability.

Dr Jamie says "Everyone is now paying attention to the key business metrics. With focuses including; desire for zero defects, drastic improvement in delivery lead times, and reduced costs".

Mina Abdelmalek, GM of Dome Group and Director of Nutrifield expressed that great help has been available, which created new opportunities for networking and wherein eye-opening guidance enabled the company to set a new direction. "As we are a young leadership team, having Vineet in our corner has been a great advantage to help us make the most of arising opportunities".