



Success stories

**South Food Group Pty
Ltd (Casalingo)**

European Gourmet at its best



A family tradition

Brothers Francesco and Carmine Ventura brought their smallgoods manufacturing traditions from Abruzzo Italy to Australia 50 years ago. Today Carmine's son Domenic and grandson Carmine Jnr use the finest Australian grown produce to manufacture these very special smallgoods products from their state-of-the-art facility in Clayton, Victoria. South Food Group Pty Ltd (Casalingo Foods) focuses on European style meats including prosciutto, pancetta, chorizo, bresaola, a classic range of salamis and the finest fresh sausages. All with an authentic taste and manufactured specifically for the Australian/Asian market. Today South Food Group is committed to continue delivering and enhancing this quality product to the specialty retail, wholesale and export market.

Revamped Strategy

The business owners wanted to double the revenue base with an improved EBIT of 20%. This appeared to be an aggressive goal that could be achieved only with significant changes to the existing business model. The supply chain model had to be completely revamped underpinned by an effective export market strategy.

Success factors

It was at this stage that Casalingo Foods began working with Business Advisor/Facilitator, Raj Gopal from 'Entrepreneurs Programme' to assist them in implementing their growth strategy, review and upgrade their business capabilities and processes. By conducting a detailed Business Evaluation, through industry research, considering such things as business performance, cost

structures and key success factors. Analysis of the external environment was also undertaken. The firm's manufacturing processes was reviewed and website examined and evaluated.

"Raj helped us identify gaps in our business and provided solutions that assisted us in meeting our business objectives. Both revenue (29%) & profitability (6.4%) have shown a pleasing improvement. This included recommendations on improving our systems & processes. A new ERP system is being implemented which will drive efficiencies reduce cost & improve profitability. Our business is moving in the right direction, and we have been grateful for the support provided by Raj."

Raj helped our business develop a sustainable *Growth Roadmap* by keeping our core mission in the forefront of everything we did.