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What We Do

Focalise Consulting advises small and medium sized business owners by providing a “fresh pair of eyes” to assist them to further develop and grow their businesses.

We recognise that business owners are passionate and driven people who understand their businesses intimately. However they are very busy people working “in” the business and do not always have time to work effectively “on” the business.

At Focalise Consulting we offer our services as a partner acting in a collaborative manner focusing on achieving meaningful results.

Business Planning Facilitation

Every business no matter what their size needs to have a comprehensive and achievable business plan.

It is important that all stakeholders in your organisation are involved in developing the business plan. They must feel like they own the plan for it to be an effective driver of business activities.

It is difficult to get total engagement from all participants at a business planning session without an independent facilitator. By using this approach the business owner or manager can actively participate in the planning session without having to worry about chairing and driving the meeting.

At Focalise Consulting we can assist business owners and managers in producing their business plan by facilitating the planning sessions. We draw out the participant's ideas and initiatives while providing independent views and ideas based on our experience.



Strategic Sales and Marketing Planning

It is obviously important to make more sales to sustain your business. Sales are driven by customers who want to buy your products and services.

To find and attract these customers requires a strategic and planned approach to your marketing activities as well as your selling efforts.

For businesses to be effective they must:

- Understand the difference between sales and marketing.
- Build a customer focused culture in their business.
- Understand the implicitly of the market environment in which they sell to.
- Have the right product mix to deliver a sustainable and profitable growth.
- Have a strategic focus to sales and marketing using medium to long term plans.
- Have the right people with the right attitude and skills.
- Concentrate their resources on the greatest opportunities to increase profitable sales.

But most importantly businesses should have a sales plan and a marketing plan. These plans are interrelated but separate. They reflect the difference between sales and marketing.

The Marketing plan has a long term focus. It details the products and services that your customers want and we wish to sell. It also details how we make sure the customers know these products and services exist and are attracted to buy them.

The Sales plan has a short term focus. It details how we make our customers buy our products and services with specific targets. It also defines how we interact with the customers in terms of sales and customer service.

Focalise Consulting can assist businesses with the development of these plans through targeted market research and facilitation of planning sessions with key stakeholders in the business.



Customer Service Appraisals

It is imperative that we know what our customers think of us as a supplier. We also need to understand what they think of our competitors.

This information is critical for identifying actions that need to be taken to improve sales, marketing and customer service.

Focalise Consulting can conduct independent customer service surveys using email or by telephone interviews. Then we provide feedback on the findings and then recommend changes to be implemented in the customer service offering.



Asian Business Development

Doing business in Asia is a major challenge but the outcomes can be extremely rewarding.

Whether it is exporting your products and services, sourcing products or establishing a business presence in Asia requires a targeted, well researched and culturally sensitive approach.

Each country in Asia has its own set of unique characteristics.

We will customise our work to your exact requirements whether it is cultural, trading or general business advice, market research, business planning or capital expenditure proposals.

We can provide on the ground assistance in terms of sourcing, logistics and quality control.

At Focalise Consulting we know how to do business in Asia. We can advise and help you work out a way to navigate through the business challenges and cultural differences.



Financial Management and Governance Systems

We have all heard the term that "cash is king" in any business.

The key to achieving an efficient cash flow is efficient management and control of costs and working capital.

To achieve this there must be management systems and disciplines in place that manage costs, debtors, creditors and inventory.

These systems do not need necessarily to be expensive and confusing accounting software packages. It could be as simple as a tailor made spread sheet that is populated with real live data from your business system and can be reviewed on a daily basis. That is keeping it simple and user friendly at all levels in the organisation.

Focalise Consulting can conduct reviews of financial management systems with focus on cash flow and working capital control. We can then build systems that will enable you to manage these important items.



Logistics and Inventory Optimisation

It is very important that every business has a logistics strategy that is the most cost effective method of distributing goods to market while achieving customer service standards. This strategy can be specific to products, customers and locations.

The total supply chain must be assessed and reviewed constantly to ensure that distributions costs are in control while the required customer delivery performance standards are achieved.

Another important element of overall operational excellence is inventory optimisation. This is achieved by managing the levels of inventory that need to be maintained in each location and includes classification of each inventory item into A, B and C priorities. Systems and procedures need to be implemented to monitor and manage reorder levels, safety stock levels as well as minimum and maximum inventory levels.

At Focalise Consulting our approach is a strategic review of the total supply chain in order to identify opportunities to gain meaningful cost and operational improvements.

About Campbell MacKintosh

With a strong management background from having worked in large and medium corporations both in Australia and Asia, Campbell is able to provide advice and experienced hands on assistance to small and medium sized business owners to optimise the performance of their businesses.

Whilst well versed in management his particular expertise is in strategic sales and marketing, financial management and governance, quality systems and doing business in Asia.

He is a results orientated person who has during his working career accepted many challenging and demanding positions. These roles have included the establishment of a start-up steel building products business in Indonesia as well as the turnaround of the Australian division of a UK plastics products manufacturer. With a demonstrated record to successfully manage small and medium sized organisations and an understanding of the dynamics required to be successful he has shown an outstanding ability to deliver results through leadership and people development. Campbell understands the key elements required for the achievement of profitable business growth through targeted sales and marketing strategies aligned with structured and effective financial and operational management.

Campbell completed his accountancy degree at the University of South Australia, He has also taken part in extensive training in marketing, quality management and logistics. He has been awarded the qualification of Certified CEO (CCEO) from The CEO Institute.

Testimonials

“Campbell is a very passionate and effective Managing Director who gets across all aspects of the business. He understands the value of quality staff, sound corporate governance and detailed strategic planning processes.”

Scott Phillips, Partner, Moore Stephens

“Campbell is a hands on Managing Director that delivered a successful turnaround of our loss making business in Australia. He achieved consistent profit and stability in a changing market. Well rounded in sales, operations and strategy but particularly experienced in systems and processes of financial governance Campbell brings a sense of leadership and responsibility to any organisation.”

John Warner, Chief Executive Officer, Boddingtons Ltd (UK)

“Campbell and I worked on a number of strategic marketing projects aimed at improving revenue and profitability. These projects were accepted by senior executive management and implemented with success. Campbell has proven to have a capability to think strategically, particularly regarding target markets and the general industrial sector.”

Rod Gregory, General Manager, Email Metals

“I have known Campbell for over 25 years and have watched him grow and develop his skills from Sales Management to Business Development and finally Business Leadership. During his time in Indonesia he applied his knowledge, intellect, drive and determination culminating in the geographic expansion of the business. This project he not only conceived, obtained approval for but also implemented in a difficult environment. Campbell with his wide experience particularly in Asia would be a great asset for any business”

Mike Courtnall, President Asia, Bluescope Steel

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