

CaseSTUDIES



FITS RIDING, INC.

Overview

FITS Riding specializes in the design and wholesale distribution of high performance riding breeches, shirts and accessories targeted to women in the highly affluent English equestrian marketplace.

Challenge

FITS Riding was a new entrant in the competitive riding breech market and needed to devise a strategy to market, sell, manufacture and distribute their innovative product nationwide. This startup scenario is challenging due to the complexity and risks involved in bringing a custom designed and manufactured product to market. Capturing market share and keeping products on the shelf can be costly and eat up cash quickly if not planned and managed well.

Results

We crafted a plan to grow the company in an affordable and manageable way and the results have been spectacular. Revenue has nearly doubled each year, with financing kept to a minimum to due sound inventory management. The company is profitable and the founder is paying herself a salary.



Blue MOUSE MONKEY LLC

Overview

Blue Mouse Monkey Design is a boutique web design and animation company that works and collaborates with creatively-minded independent professionals, small businesses, and organizations to create beautiful and practical websites.

Challenge

To sustain growth in the competitive web design industry, Blue Mouse Monkey needed to define and focus on a niche market where they had a competitive advantage. Also, the business model needed to be refined to ensure that the business continued to grow profitably as staff and infrastructure was added. This scenario is challenging because service based businesses must add staff to grow. In addition, billing rates and labor costs must be closely managed to generate profits for the business and compensation for the owner while they focus on business development.

Results

The business has made great progress and increased the scope of their projects by better focusing on their target market. What's more, they have grown profitably even as they have added staff. Tracking specific performance metrics that we identified in the Business Plan such as revenue growth, project size and owner compensation have kept this business on track, showing improvement, and working toward their vision for the future.