



Greater Prairie Business Consulting, Inc.

CASE STUDY

Fast-Growing Central FL- Based Food Manufacturer -

Implementation of Industry Best Practices & Advanced Tax Strategies.

Project Name:

Implementation of Industry Best Practices & Advanced Tax Savings Strategies.

Client Description:

Business Type: Food & Nutritional Product Manufacturer.

Annual Revenues: \$8,000,000.00.

Employees: 40 +.

Project Description / Duration:

This company is a profitable, fast-growing, international food & nutritional product manufacturer located in the Greater Orlando, FL area that made the INC 5,000 list of fastest growing privately held companies in the US the year we were on site.

The focus of this project was helping to define a future vision for the company; implementing advanced tax planning recommendations; modifying the business' organizational structure; introducing industry best practices; strengthening job costing in the operation; improving the company's processes; enhancing the company's sales models; and shoring up the company's OSHA safety compliance practices.

This project was completed in 15 weeks.

Engagement Outcome:

This client realized the following value from our consulting services:

1. We recommended a tax specialist, who helped the company accelerate its real estate depreciation expenses, get a credit for its research & development costs, and reduce its taxes on overseas sales. We also implemented procedures to allow the company to capture Worker Opportunity Tax Credits (WOTC.) In the first year, the company reduced its corporate taxes by over \$50,000.00, and this annual tax savings was budgeted to grow in future years.
2. We also recommended that the company change the name of their nutritional product supplement line to avoid a future trademark suit, which their attorney confirmed was a legal risk.

3. Created an Operations Management position to help the company better manage the day-to-day production schedule, improve manufacturing efficiencies, and focus on continuous improvement of the operation.
4. Introduced over 35 different ideas for improving the company's job process.
5. Improved the company's OSHA safety compliance and safety training through several recommendations.
6. Improved corporate communications by developing a corporate meeting structure and introduced English-speaking classes for their Hispanic production worker force, which was well received by those workers.
7. Heightened the company's awareness about the need to include freight charges in their job pricing, which resulted in a six-figure "cost recapture."
8. Helped the company recover all the cost of their R&D projects, which resulted in a change in their R&D sales contracts and several policies & procedures regarding their R&D business.
9. Implemented an effective job costing system utilizing a wireless timekeeping solution.
10. In the areas of sales & marketing, we improved the company's sales training program and helped them redesign their web site. We also developed a social media marketing calendar, introduced several new public relations strategies, recommended a CRM system to enhance its marketing efforts, and created a Brand Manager position.
11. We, moreover, recommended a new product "coconut water mix," which they successfully launched.

Engagement Obstacles And How They Were Resolved:

There were no obstacles. This client and her employees were great to work with.

Results Achieved:

- Lower corporate taxes.
- Reduced risk of a trademark infringement lawsuit.
- A significantly enhanced job process.
- Implementation of a digital job costing software solution.

- Better safety practices in production.
- Improved production scheduling, reduced manufacturing inefficiencies, and we introduced a continuous improvement focus in the operations.
- Boosted the profitability of their R&D business.
- Helped the company recover its' freight costs through a better pricing strategy.
- Improved the company's sales practices, web site design, and public relations efforts.
- Raised employee morale among the Spanish-speaking work force.
- And more !