



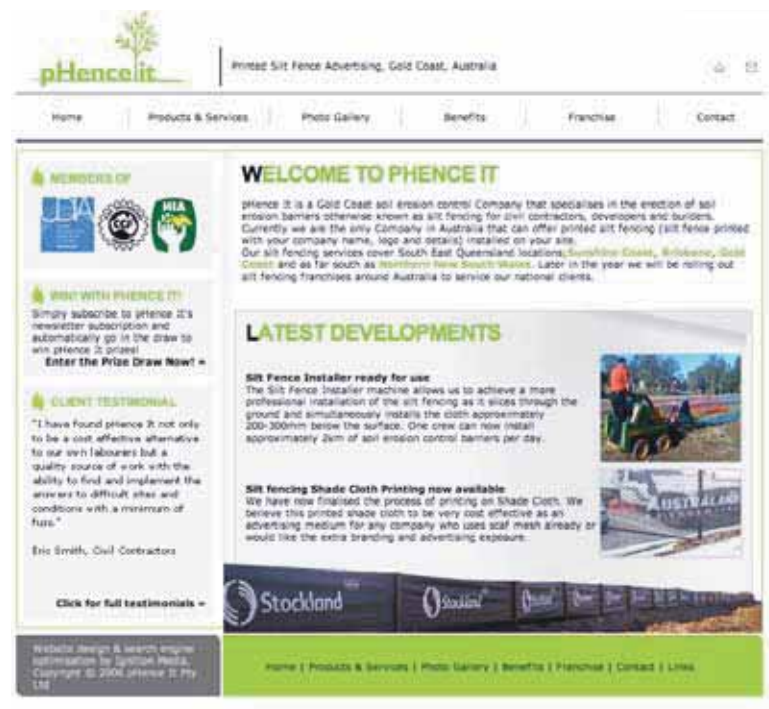
pHence It - The Business

pHence It is an Australian owned and operated company specialising in the supply and installation of safety and erosion control fencing to the building and construction industry.

pHence It started as a one person operation in 2005 on the Gold Coast, and has grown to a five team operation employing 14 staff in its first year of trading.

Currently the only company in the world with the ability to commercially print on the fencing fabric, pHence It offers a unique opportunity to their clients to cost effectively advertise or brand their building and development sites on a product that is required by legislation.

With its commitment to R & D to deliver new and improved products and installation methods, pHence It continues to maximise its opportunity in an industry rapidly expanding in line with community attitudes to the environment and workplace health and safety policies.



Demand

A great product needs an effective distribution strategy

The Challenge

pHence It had developed a patented process for an efficient and cost effective method of producing silt fencing in a market where demand had increased exponentially with state governments enforcing the use of anti soil erosion measures in both civil and domestic construction.

The main challenge for pHence It was the need to develop a structure and distribution strategy to service the market and take advantage of first mover advantage. The success of the business was dependent on a mobile team of people, capable of installing the range of products to the necessary standard. The challenge of scaling any small business was ever present, with people, systems and brand in need of strategy and a sense of direction.

Scale

The ability to scale a small business requires a clear understanding of all the necessary elements that require a constant focus

The Solution

DC Strategy (DCS) was engaged as a growth specialist to work with the pHence It management team and founders to structure the business for national growth.

In developing a solution the realities of small business, industry, employment and pace of growth had to be considered.

The specific areas focused on:

- The financial structure and capital base for the business model
- The business systems necessary and the impact of scaling
- The operational structure of the mobile fleet
- A company operated and owner operated mobile business model
- The operational processes and recruitment systems
- The governance structure necessary to drive the growth

The critical component in structuring a business for growth is the understanding of how to address the multitude of issues on an ongoing basis. The decision making of the founders and management team needs to have appropriate timing and understanding.


Next Step

pHence It can consolidate its position as the market leader

The Outcomes

pHence It is now in a position to grow a national and international business. The necessary structure, level of understanding and sense of direction have been developed within the founders and management.

pHence It possesses the combination of structure and people to continue the growth of a national mobile and distribution network.

The building industry continues to recognise and embrace specialist providers to the sector and pHence It is well positioned to lead the industry in new product and environmentally focused initiatives.

DC Strategy Contact Details
International Head Office

Level 5, 530 Collins Street,
Melbourne VIC 3000 Australia

growth@dcstrategy.com

www.dcstrategy.com

Australia

Melbourne +61 (0)3 8102 9200

Sydney +61 (0)2 8220 8700

Brisbane +61 (0)7 3015 7600

Perth +61 (0)8 6222 1011

Canberra +61 (0)2 8220 8700