

CASE STUDY:

Stabilisation and growth planning for printed packaging company



Overview

The business is a well-established UK manufacturer of printed materials and packaging. With the increase in digitalisation and online purchasing, sales and profits reduced as market demand declined.

Challenges

- A lack of strategic finance expertise and leadership.
- A poor understanding of the importance of a skilled and knowledgeable finance team.
- A pressing need to stabilise the finance function, review processes & improve reporting.
- A limited understanding of the true business costs and where to make cost savings.
- Uncertainty about market opportunities for improving sales and profit margins.
- Little appetite to improve the bottom line and cash flow position.

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It has been a pleasure to work with the Portfolio Finance Director. It was a very easy decision at interview to bring them on as part of the senior management team. They are brilliant to work with and combine a pragmatic, hands-on approach with simple and direct strategic insight.

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MD, Printed Packaging Manufacturer



Our Approach

Headstar's Portfolio Finance Director worked closely with the business owners to understand the key issues, and supported them to adopt the following solutions:

- Worked with the team to complete the financial year end processes.
- Developed the budget to get the financial timetable back on track and simplified overly-complex processes.
- Reviewed the finance team structure and guided the recruitment of a new Head of Finance.
- Identified areas where costs could be reduced and profits margins improved.
- Improved management information reporting to guide senior level decision making.
- Provided strategic input on future opportunities including a successful acquisition.

Results

Control & Risk

Provided a detailed cost reduction exercise and presented scenarios for the future of the business.

Strategic Input

Provided senior finance input and a sounding board for the directors about future business strategies and plans.

Senior Leadership Expertise

Rapidly accepted as part of the senior leadership team, guiding the Directors to improved and timely decision making.

Finance Structure & Recruitment

Re-design of a fit-for-purpose team structure. Involved in the recruitment and mentoring of a new finance lead.

Get in touch to find out how a Headstar Portfolio Finance Director can help to transform your customer's business