

### **TWO MBAs LEAVE THE CORPORATE WORLD AND HIT IT BIG**

Two MBAs ventured out of their comfort zones in a commercial service business. Their business is in a highly competitive environment with some big players. Customers tend to buy on price.

How does a start-up compete with the big guys who have economies of scale on their side? By changing the game.

- We determined their unfair advantages and then built branding, marketing, sales and pricing strategies around them.
- We developed an interactive computer bidding model that let the owners bid different sized jobs and understand their gross and net margins based upon the prices quoted to do the work. Owners used this to understand the profitability of each bid, causing them to pass on some opportunities (being the low-cost supplier was the antithesis of their brand).
- We aligned human resources policies with company's brand.
- We introduced principals to big players in the local market who could be strategic partners.

The Company stayed true to its “unfair advantages” and tripled business in a short period of time.

Fast growth required an expansion in the Company's line of credit. We accompanied the owners to their current bank with a request to expand the line of credit, supported by financial projections. The current bank refused, saying they only considered historical results. We then took client to a different bank that approved the request on the same day.

After three years, the Company's employment grew from a half dozen to over 90 people, and today is a major player in the industry.