

“The program helped to open my mind and see wider opportunities.”

Sue Glynn
KimchiMe



KimchiMe

Business Growth Plan

Our objectives

Develop and implement a business growth plan for KimchiMe. The plan should address product development, production, distribution, marketing, sales, financing and overall management required to achieve the growth and profit objectives.

Our targets

Double the current turnover

Improve profitability

Employ one or more people

What we achieved...

- We finalised our primary and secondary packaging
- We appointed a distributor and established relationships with retail outlets in Tasmania
- We installed our cool room
- We relocated our vegetable farm to Wiltshire and established irrigation and hot houses
- We put arrangements in place to contract local growers to meet increasing demand
- We doubled our sales turnover with increased profitability on each sale



COMPETITIVE SMALL BUSINESS



BUSINESS ACTION LEARNING CIRCULAR HEAD

Delivered by Business Action Learning Tasmania, the Competitive SME Program was piloted in Circular Head as an initiative of the Circular Head Regional Economic Development Working Group to support the development of new job creation, create industries and provide training in the region.

The program targeted small to medium-sized businesses critical to key growth sectors in the greater Circular Head region and/or those seeking to scale up to meet the demand of new or expanding markets.

Projects included:

- KimchiMe - Business Growth Plan
- Smithton Sports - Business Sustainability & Succession
- Tarkine Edge - Sustainable Pork Production
- Blue Hills Honey - Business Growth Plan
- Young Beef Farmers Head Start Program
- Tasmanian Seaweed Fertilisers - Business Growth Plan

BALT's mission is to support self-reliant industry development, with diverse companies cooperating to improve their profitability, develop their people and grow the Tasmanian economy.