

“Seeing my business through the eyes of the group helped me to understand its value.”

Sally Elliot  
Smithton Sports

# Smithton Sports

## Business Sustainability & Succession

### Our objectives

Develop and implement an exit strategy and succession plan

### Our targets

Increase the profitability of the business

Prepare the business for sale, ensuring the new owners can retain the current workforce

### What we achieved...

- We improved our stock control and rationalised our product range
- We established a presence on social media
- We designed and implemented customer survey
- We developed and implemented value-adding strategies by redefining our business as a “healthy hub”
- We have planned and hosted our first in-store wellness event
- Our plans to sell the business have been postponed and we have a renewed interest in growing the business further



# 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.