



Agritech



TIMING

2014 - Present

CLIENT

Agritech

LOCATION

Ireland

INDUSTRY

Animal feed and agriculture

Client Brief

StrategyCrowd was engaged to develop a strategic growth plan for Agritech that would grow sales, upskill and develop the management, embed a new sales structure and sales management structure in the business and generate new export sales based on a range of specialist high performing products. StrategyCrowd has provided ongoing advice and support to Agritech for more six years that has overseen some double-digit revenue growth and increased profit margins for four of the last six years.

StrategyCrowd is a trusted advisor to the Agritech management team and works closely with the management team across a number of areas in the business from strategy and sales to marketing and new product development.

Outcome/Results

Since working with StrategyCrowd, Agritech has implemented a new strategy that has doubled the revenue in five years; grown export sales from 4% of total sales to 15%; embedded a new sales structure including 12 new salespeople that are driving the on-going growth of the business; created the Agritech brand that is now recognised in the farming community across Ireland; mentored and coached the senior management team to implement the strategy and structural changes.