

# Proxigean

WANT TO  
**SUPERCHARGE**  
YOUR BUSINESS?

Give your operational plans  
focus and direction

**DEFINE YOUR STRATEGY**

## STRATEGY - MANAGING THE SHORT, MEDIUM AND LONG-TERM OBJECTIVES

How you direct your resources in the constantly changing business environment will give you competitive advantage, strength and ultimately fulfil your shareholders expectations.

**The skill is managing the short, medium and long-term objectives.**

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### LONG

The **LONG-TERM** options are developed to explore growth activities. These could be anything from early ideas, to R&D projects, to programs with customers. The aim is to separate great ideas from good ideas. Key metrics could include successful projects with key customers and citation by industry experts.

### MEDIUM

The **MEDIUM-TERM** commitment is to deliver new business, new products or new customers, often into unfamiliar markets. The key measure is gross profit.

### SHORT

In the **SHORT-TERM** make the current business model as efficient as possible and maximise customer satisfaction. The key measures are profit and cash.

# SO? WHAT MAKES A GREAT BUSINESS?

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**There are the standout things that make great companies today and defines the competitive advantage. . .**

- Strong leadership teams define ambitious objectives
- Focus on depth rather than on breadth of offering
- Take your product expertise global before you diversify into adjacent markets
- Invest selectively in R&D that is driven by your customer's needs and requirements
- Stay close to your customers. Advice, Systems integration and understanding will deliver a 10-15% price premium and create a high barrier of entry for competitors
- Employees will produce more 'work' than your competitors. Generally, they are better qualified with very low turnover and sickness levels
- The business has a good grasp on its finances and can self-finance most expansion

**ABOUT...**

**Proxigean is a management consultancy providing strategic and operational advice to assist technology orientated companies increase revenues and grow their margins.**

**Proxigean**

**IT IS ALL ABOUT GETTING  
STRATEGY,  
PEOPLE  
AND PROCESS  
IN PERFECT ALIGNMENT**

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**ROB BUTLER** is Managing Director at Proxigean with a proven track record of achieving growth and operational improvements in a variety of technology based businesses.

Rob has extensive experience in managing and growing SME sized businesses. Operating mainly in high-tech niche engineering segments, covering low volume high specification chemical processing, simulation and safety related software for the rail industry. More recently UKAS accredited materials testing laboratories and critical asset monitoring.

Rob Butler is a Member of the Institute of Directors and is an active participant of the Bath and Wiltshire Committee.

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