

Innovate 2 Succeed



The Challenge

AWM Ltd is a family-run business that has been successfully trading as a leading independent trade supplier of high-quality professional weighing equipment for over 35 years. AWM Ltd supply platforms, indicators and software solutions to an established network of distributors throughout the UK and internationally.

At the time of engagement with the Innovate 2 Succeed (I2S) programme, the company was facing a critical need to change their business model due to over-reliance on one particular brand, that previously the business had been the representative distributor for in the UK, Europe and the Middle East.

AWM Ltd were seeking strategic mentoring support to scale up and internationalise in key markets, sign posting assistance to find appropriate channel and supply partners and support with auditing, developing and protecting their Intellectual Property (IP).

The Solution

The focus of the I2S support was to help the business de-risk and effectively manage the transition to a wider product portfolio, with the aim of introducing a range of new products within 12 months, to existing and new distribution channels within the UK and international markets.

Simon, an expert I2S Innovation Adviser, worked closely with the management team to identify a new product portfolio. Business processes were also reviewed and a key new product range, Baykon, was developed and launched.

In addition, the following areas were focused on through the I2S programme:

- Top-level three year and 12 month strategic plans were defined
- Time management processes were analysed to look at improving efficiency and freeing up time to focus on new business development
- A company-wide innovation culture was embedded within the organisation
- New KPI's and innovation-centred processes and reward schemes were put in place

The Impact

Following the I2S programme, the company has seen a notable increase in sales turnover, gross margin and net profitability.

The business has invested in increasing staff numbers both in operations and marketing in line with the growth strategy discussed, to make the business more efficient and effective.

Following the programme, the company now has a rapidly growing portfolio of innovative and diverse products and has successfully mitigated over-reliance on any one single supplier.

AWM Ltd are looking at further internationalisation with support from DIT and EEN and as part of this have also been awarded an IP audit through the I2S programme, to assess IP risks and compile their IP strategy moving

“We have been very satisfied with the I2S programme on all levels. Simon has been a great mentor and explained all the tools in-depth and assisted with implementation.

Benefits to the business have included upgrades to processes and procedures as well as bringing products to market. The confidence that senior management have gained in business strategy and leadership can be used ongoing to develop the business into the future.”

Graham Spink, Managing Director



To find out how Innovate 2 Succeed can help your business grow, contact us on:

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