



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - CONSULTANCY IN ACTION

HEAT FORCE LTD

Exploring New Opportunities

After not really getting what they wanted from another advisor we were asked to help out Heat Force who were looking to explore direct import opportunities and other new business opportunities.



Heat Force is a small but well established and respected local business whose core business is heat pump sales, installation, and servicing in both residential and commercial markets.

They were keen to diversify into related products and services to manage the large seasonal fluctuations in cash flow and staff workloads but had no experience of how to go about it.

With many years' experience in new product development overseas, including three international design awards, Stephen was well qualified to devise and lead four hands on workshops with the senior management team.

METHODOLOGY

Face to face workshops addressing 4 key stages

- STAGE 1** Analyse current customers' potential complementary needs and wants. What problems and solutions are they most likely to be interested in and would they consider you as a potential supplier to match those?
- STAGE 2** Review current list of possible new product introductions and identify what key parameters they need to have in order to be listed. Prioritise potential product categories by analysing current market size and players, future regulatory impacts, margin potential and potential for adding value.
- STAGE 3** Plan processes, procedures, safety and legislative requirements/standards, financial expectations, warranty expectations/risks. Includes workshop on "Buying from China" – cultural behaviour, managing risk, communication standards and non-negotiable performance criteria.
- STAGE 4** Refine and develop final selection, prototype testing, developing specific distribution and marketing plans.

[CONT....](#)



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - CONSULTANCY IN ACTION

...CONT.

OUTCOMES

It was a very positive environment with the team open to new ideas as well as taking a practical approach to working through the potential scenarios and outcomes.

By the end of the workshops Stephen was able to help them deliver:

- A new product shortlist for future development
- The introduction of a low cost/low risk repeat purchase product to their wholesale and retail markets
- A brand new related product category product including specifications, sourcing a supplier, product modifications to match NZ requirements, and importing samples that are now in thorough real-life testing!

Find out how Heat Force can help your home or business, visit their website
www.heatforce.co.nz

“A.P.E Consulting was able to help us fast track some new business development opportunities we were working on and helped us clarify what we were aiming to achieve and how to go about it.
We are very happy to recommend A.P.E Consulting to others.”

Hamish Martin, Heat Force, Christchurch



If we can help you with how to go about developing new products or services please contact
Ian Cartwright, Managing Director.