



A·P·E CONSULTING

ANALYSIS · PLANNING · EXECUTION

CASE STUDY - DEFINE BY FIVE™

## Clear Direction for Canon Street Optometrists

Canon Street Optometrists (CSO) has been an integral part of the Timaru community for years; well-known and highly respected for their vision and lifestyle solutions.

Vanessa Cumming joined the business in 1989, eventually taking over practice ownership in 2015. Although Vanessa had strong governance and business reporting in place, sales revenues had started to decline due to a changing buyer pattern and increased competition.



*Canon Street Optometrist's team*

Vanessa was referred to APE Consulting Ltd in early 2019 by a mutual business acquaintance and undertook their Define by Five™ Sales Change Management Programme. Define by Five™ helps business owners identify, then implement sales and marketing strategies to drive sustainable growth. CSO is a member of The South Canterbury Chamber of Commerce. As such they were able to access funding assistance from the Management Capability Development Voucher Fund, administered by the Regional Business Partner Network, for APE's service.

Define by Five™ identified Five growth strategies for CSO then worked alongside Vanessa to develop CSO's sales and marketing plan, then guided her through implementation of the recommended actions. CSO were able to implement new brand and product messaging, marketing initiatives and strengthen strategic alliances and partnerships. Vanessa's clear direction, hard work and wonderful team saw CSO rewarded as Winners of the 2019 Small Business Award at Alpine Energy Business Excellence Awards in August 2019.

Further celebrations in December for Vanessa's 30 years at CSO saw a great turnout of well wishers at her anniversary function.

Canon Street Optometrists closed the 2019-20 financial year with Vanessa celebrating five years ownership and her most successful year.

"Ian held me responsible for my own marketing plan, he kept me to task, encouraged me to be bold and different and gave me honest and useful critique which meant my business was able to grow and thrive again. It was a pleasure working with Ian and I feel like we achieved great things in a very short time. I would strongly recommend APE Consulting to anyone who wants to develop, learn and be open to new thinking."

VANESSA CUMMING, PRACTICE PRINCIPAL



CANON STREET  
OPTOMETRISTS