

BUSINESS EXCELLENCE PROGRAMME: CASE STUDY



FUNDING SUPPORT ALLOWS ASE TO INVEST TIME TO DEVELOP AND IMPLEMENT BUSINESS EXPANSION PLAN

ASE PLC carries out strategic review of requirements for new office and secures premises for new southern UK base in Milton Keynes, instantly gaining a new key client

PROJECT

Southern office scoping for ASE

BACKGROUND

ASE provides financial analysis and sophisticated business intelligence tools in order to assist vehicle manufacturers and dealers to manage their risk and increase their profitability. ASE employees 150 staff, with a turnover

of £12 million. The company supplies globally, with 40% of its turnover being export.

PROJECT AIM

To investigate the viability of opening an office in the south of the UK to provide a more 'local' service to clients based in this area.

NEED FOR IMPROVEMENT

ASE has its main base in the North West however it was felt that a southern office would increase awareness of ASE with some manufacturers and streamline delivery.

THE FUNDING SUPPORT FROM THE NORTHWEST AUTOMOTIVE ALLIANCE BUSINESS EXCELLENCE PROGRAMME ALLOWED US TO APPOINT A DEDICATED PERSON TO SPEND MORE TIME DIRECTLY FOCUSING ON THIS PROJECT IN DETAIL.

APPROACH

The project, with funding support from the Northwest Automotive Alliance Business Excellence programme, consisted of the following elements:

- Conducting a market assessment for customers and locations
- Identifying and confirming corporate objectives
- Financial planning and sensitivity analysis
- Creation of a three-year business plan
- Development of a three-month implementation plan
- Working with the HR department on recruitment strategies and staff relocation options
- Reviewing and evaluating strategy/results against predetermined KPIs
- Mentoring five staff throughout the process to ensure that a smooth transfer of current client work took place and a legacy was left.

OUTCOMES

As a result of analysing ASE's client base, Milton Keynes was identified as an ideal location for a southern office. A number of vehicle manufacturers have UK headquarters

in Milton Keynes, and many others are based nearby and are easily accessible from there. Potential premises were then researched and ultimately an office for 10 staff was identified and secured. This subsequently enabled the recruitment of three graduates, and the employment of one managing partner in the southern office. Other staff have agreed to relocate from the Manchester office. Significantly, since confirming the opening of a southern office, ASE has won a large contract with a major new client who wanted a supplier in the area who could respond quickly.

Robert Jones, CEO of ASE, says *"The funding support from the Northwest Automotive Alliance Business Excellence programme allowed us to appoint a dedicated person to spend more time directly focusing on this project in detail. We now believe that we have made the right strategic decision with the location of the new office and we expect to gain a much higher profile with some key manufacturers and dealerships as a result. We have already won one new key client in the area even before the office has been opened, which is a very promising start."*

TO FIND OUT MORE ABOUT THE NAA'S BUSINESS EXCELLENCE PROGRAMME, CONTACT:

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