

Case Study: Seahawk Australia



COMPANY: SEAHAWK AUSTRALIA PTY LTD

BUSINESS CLIMATE: LACK OF INFORMATION TO GROW BUSINESS

CHANGE CATALYST: STOCK CONTROL AND MULTICURRENCY

SOLUTION: Jim2[®] BUSINESS ENGINE

Jim2 was able to identify where the potential was to increase profitable turnover and gain an accurate focus on costs"

Ben Hawke
Managing Director
SEAHAWK AUSTRALIA

Jim2 Engineers Seahawk's Success

Seahawk Australia Pty Ltd, the manufacturer of Autostream & Slipstream Propellers, is a second generation family-owned company, specialising in the manufacture of products for the leisure sailing yacht industry since 1981.

Seahawk's core business is the manufacturing of stainless steel low-drag sailing yacht propellers for the domestic and export markets. Seahawk is currently the only producer of stainless steel, low-drag yacht propellers in the world - almost all other similar products are bronze. Seahawk is the only company that manufactures both folding and feathering yacht propellers.

Headquartered in Victoria, Seahawk has distributors in the USA, Netherlands, Germany, Italy, UK, Thailand and Australia. The company provides direct sales to niche sailing locations such as the Galapagos Islands and Barbados. It also sells direct to OEM (Original Equipment Manufacturers).



"The Happen Business team were able to quite quickly grasp the nature of our business and apply Jim2[®] to what we did. This included live demos of Beta versions of our products"

Ben Hawke
Managing Director
SEAHAWK AUSTRALIA



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MULTICURRENCY & STOCK ISSUES

Although Seahawk Australia was meeting its targets, new owner and company director Ben Hawke saw the potential to grow the company.

Standout issues with their old software included the need for stock control and effective manufacturing systems. There was no support with multi-currency transactions, considered vital for a company with significant interest in the export market. The mix of trade and retail selling with multiple discounts across multiple currencies also created a problem with accurate customer invoicing.

Required was a system that would provide Ben Hawke and his team with accurate and timely business information to improve decision-making. Seahawk needed a system that could capture and accurately identify costs, and help in identifying areas where profitable turnover could be increased. The MYOB system being used by Seahawk was not meeting its needs.

JIM2 WAS THE SOLUTION

Following lengthy research on accounting and MRP software solutions including Micronet, Arrow, Pronto, M1, JIWA, ACCPAC and AMIS, Hawke selected Jim2[®] Business Engine, developed by Happen Business to improve Seahawk's business workflow management.

IMMEDIATE RESULTS AFTER INSTALL...

"Once we were able to gain an accurate picture on the company, we discovered that operations had been static or going backwards over the past few years. Through Jim2[®] we were able to reverse that position and create the strategy that significantly improved our position on a global basis, profits followed"



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KEY BENEFITS

- Removed complication of multi-currency invoicing and applying relevant discount rates
- More accurate management of financials, true costs tracking
- Improved customer service as all information is centralised
- Promoted stronger business decision-making

FINAL WORD...

According to Hawke, "Jim2[®] has added value to our business as a whole. All day-to-day transactions have been simplified and we are so much more organised – this sits very well with our customers!"

In the longer term, Hawke intends to start using Jim2[®] online sales feature and is looking forward to future enhancements of Jim2[®] Business Engine's functionalities.



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Jim2 Business Engine Designed and developed by Happen Business. Contact Happen Business today on 02 9570 4696 to find out more about Jim2 Business Engine.

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