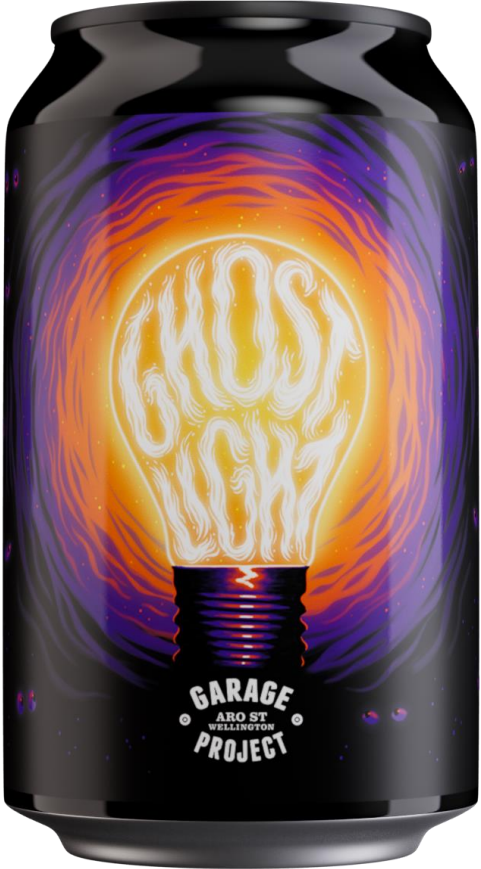


*Greetings from*

# GARAGE PROJECT

NEW ZEALAND.





**GARAGE**  
ARO ST  
WELLINGTON  
**PROJECT**

# GP - SUSTAINABLE GROWTH



## COMMON CONSIDERATIONS

- PRODUCTION CAPACITY
- PRODUCT DISTRIBUTION & LOGISTICS
- INFRASTRUCTURE
- WORKING AND INVESTMENT CAPITAL
- BUSINESS SUPPORT

**THESE MECHANICS OF BUSINESS ARE ALL ACCESSIBLE TO ANY COMPANY**

# CREATIVITY, RESPONSIBILITY, DATA AND PEOPLE



- THE ELEMENTS THAT MAKE THE DIFFERENCE WHEN IT COMES TO SUSTAINABLE GROWTH
- REQUIRE CONSTANT FOCUS AND INVESTMENT
- PAYBACK IS IMMEASURABLE

ALL ABOUT EXCITING YOUR CUSTOMER, THE COMMUNITIES YOU WORK IN AND THE PEOPLE THAT HELP YOU DELIVER GROWTH AND LASTING RECOGNITION

**NO CHERRY PICKING - ITS A PACKAGE DEAL**

# CREATIVITY



- A COMPULSIVE DESIRE TO GENERATE NEW STYLES OF BEER, PLAY WITH CORE AND LEFT FIELD INGREDIENTS AND DELIVER THESE TO THE PUBLIC TO INSPIRE INTEREST AND LOYALTY
- BECOMES INCREASINGLY DIFFICULT TO MAINTAIN PACE AROUND CREATIVITY - AS ONE GROWS THE MORE THE LEGACY BECOMES ESTABLISHED

**TRY  
SOMETHING  
New!**

# RESPONSIBILITY

- BEYOND NORMAL BUSINESS
- LIVING WAGE
- ZERO CARBON
- COMMUNITY SPONSORSHIP AND SUPPORT
- INDUSTRY DEVELOPMENT
- RESEARCH AND DEVELOPMENT

*GOOD BUSINESS CITIZEN*



BUSINESS OPERATIONS SEE  
[GARAGEPROJECT.CO.NZ/PAGES/SUSTAINABILITY](https://garageproject.co.nz/pages/sustainability)



# DATA



- USE OF DATA BECOMING A STAPLE ITEM FOR MANY SMALL TO MEDIUM BUSINESSES
- PROVIDES DEEP INSIGHT TO PRODUCT, CUSTOMER AND BUSINESS PERFORMANCE
- INSTINCT IS STILL IMPORTANT IN A CREATIVE BUSINESS BUT DATA INFORMS THE DISCUSSION



# GP'S GREATEST CHALLENGE: PEOPLE



THE EDUCATION, DEVELOPMENT AND GROWTH OF YOUR CREW IS AT THE HEART OF ANY BUSINESSES ABILITY TO ACHIEVE SUSTAINABLE GROWTH

**AND THIS IS WHERE THIS AUDIENCE MIGHT PLAY A PART**

# A COMPANY'S ABILITY TO GROW IS DIRECTLY PROPORTIONAL TO THE GROWTH OF PEOPLE



- THERE MUST BE A DESIRE FOR PERSONAL AND PROFESSIONAL GROWTH AT A COMPANY AND INDIVIDUAL LEVEL
- THERE HAS TO BE AN ACCEPTANCE OF THE NEED FOR CROSS FUNCTIONAL BUSINESS PARTNERSHIPS

**THE INCREASING ADOPTION OF TECHNOLOGY AND  
AUTOMATION IS MAKING THESE FACTORS MORE IMPERATIVE**

# WHY?



- THE ADOPTION OF TECHNOLOGY AND ONLINE PLATFORMS BY BUSINESSES AND ALL CONSUMER CHANNELS IS GROWING EXPONENTIALLY
- EVEN FOR A BREWERY LIKE GP WE ARE USING TECHNICAL PLATFORMS TO SELL OUR PRODUCT TO OUR CONSUMER BASE, TRANSACT WITH SUPPLIERS AND SERVICE PROVIDERS AND AUTOMATING OPERATIONS TO THE GREATEST EXTENT POSSIBLE

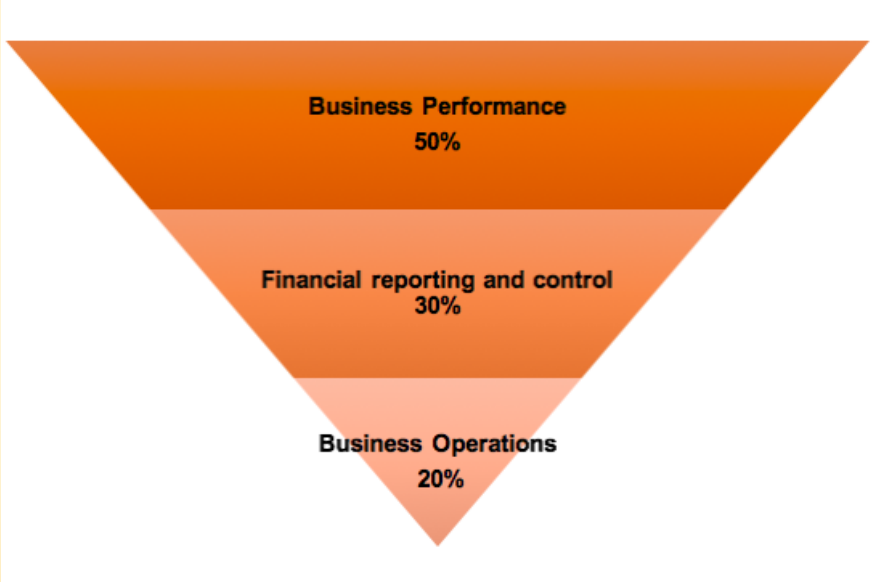
# THE IMPACT



- THE USE OF TECHNOLOGY AND AUTOMATION IS DRIVING BUSINESSES TO SPEND **LESS** TIME AND RESOURCE ON OPERATIONS, REPORTING AND CONTROL REGARDLESS OF THE FUNCTION
- WITH AN **INCREASING** REQUIREMENT AND MOVE TO DECISION SUPPORT, BUSINESS PERFORMANCE AND RISK MANAGEMENT

**WITHIN AND BETWEEN ALL BUSINESS FUNCTIONS**

# USE FINANCE AS AN EXAMPLE



# A MOVING TARGET



- THE NEW SKILL REQUIREMENT IS BEYOND THE BASIC UNDERSTANDING OF MANUFACTURING, LOGISTICS, FINANCE, SALES AND MARKETING
- TO MOVE UP THE TRIANGLE REQUIRES SOME RUDIMENTARY MEASUREMENT OF A CREW MEMBERS ABILITY AND PROPENSITY FOR MORE GROWTH
- THAT LEADS TO THE NEED FOR CREW DEVELOPMENT OR NEW SKILLS IN A COMPANY

# THE CHALLENGE



- ACADEMIC SUCCESS IS NO LONGER JUST ABOUT THE BASICS OF A STANDARD COMPANY FUNCTION (STEP 1)
- OUR NEXT GENERATION MUST HAVE MORE INSIGHT INTO GROWTH WITHIN A FUNCTION (STEP 2)
- THEY MUST ALSO BE ADEPT AT WORKING CROSS FUNCTIONALLY (STEP 3)

# THE BENEFITS



- PEOPLE GROWTH = CONFIDENCE AND MENTAL WELLBEING
- A COMPANY THAT HAS THE CAPABILITY TO GROW
- LONGER TERM RETENTION OF INTELLECTUAL CAPITAL
- A PLATFORM FOR EFFECTIVE TEAMWORK





**THANK  
YOU**