

# Case study

Business advisory services

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## XO Interior Systems Pty Ltd

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### Highlights

XO Interior Systems Pty Ltd is an Australian manufacturing company located at Wacol, South West of Brisbane.

XO Specialises in the manufacturing of glass and aluminium products for the kitchen and furniture industry. The company's focus is on producing high-end lifestyle products for consumers that value quality and style. The company's product range include cabinet doors, roller shutters, bench top edging, sliding doors and wardrobe fit-outs.

The business was commenced in June 2004 by Christian Christiansen and Annelie Jepson.

### The Challenge

As with many successful start-up businesses, XO's biggest challenge has been managing its rapid growth. The challenges of growth came in many forms including cash flow, attracting and retaining staff, and systems and infrastructure to cope with growth. In addition XO wanted to create their own brand and for their products to be distinctive and recognised by consumers and the industry for quality.

### How we helped

Our initial task was to assist the directors identifying the issues to ensure the business met its growth objectives. We did this by guiding the owners through a strategic planning process that enabled them to focus on the 'big picture', long-term goals for the business and then bring this down to manageable actions.

*“..it would be fair to say that XO would not have existed today if it wasn't for the advice we received from them (BDO Kendalls) at various stages of our operation.”*

BDO Kendalls have also assisted with formalising budgets and cash flow processes and improved management reporting with an emphasis on understanding the key drivers of the manufacturing costs of the business. We have also assisted with debt financing applications.

During the planning processes the company has worked to understand the supply chain of it's industry better and how this can assist grow your business.

By having an ongoing role, we assist the directors and management maintain focus and ensure they deliver on their agreed actions.

## Client thoughts

XO have had a long term relationship with BDO Kendalls. Providing expert advice on a wide number of issues. XO's experience is that return on investment is substantial and have always had an open and honest relationship with BDO Kendalls. It would be fair to say that XO would not have existed today if it wasn't for the advice received at various stages of operation.

## For the future

“XO is currently redefining our relationship with our channel partners ensuring we support each other wherever possible. We are looking at developing new products to compliment our existing range. In the future XO is looking at the international market and establishing an international presence in the next two years.”

## For more information

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