

Koolmill

Business Background

Koolmill is a small family-owned business which is aiming to develop and commercialise a radical, 'disruptive' new technology for milling rice. The technology is a step change and delivers power saving of 80% and maximises the return by reducing wasted rice and energy.

They operate their technology development business in the UK with joint ventures handling the manufacturing side in China (25 people in 4 mills, all established within the last two years, with an additional employee in India).

The business is based in Shirley, Solihull and has 3 employees.

Introduction to the Transformation for Growth Project

The owner was introduced to the programme when he received a request from Aston University to present at a business support event. Following which he decided to get more involved and take part in the Transformation for Growth project himself. The appeal was that project offered a 'sounding board... it's about validation, you can sometimes avoid big questions when you're running a company... the project makes you ask the questions and come up with the answer yourself.'

Activity within the Project

The company had a good idea of what their aims were, but the Business Engagement Manager has encouraged them to drill down further, in order to better understand to processes and the route map involved in reaching that destination. This has come out of not only one-to-one

discussions, but has also been aided by the networking aspects of the programme – which has actually been 'the most important thing.. meeting others with similar problems, listen to their ideas, interacting in workshops. You might think others are doing better than you but when you benchmark yourself against different businesses with similar problems, you start to feel 'normal', it gives you confidence to push a little harder or faster. You're more capable than you credit.'

Impacts

- The ambitions and optimism of the owner have not changed, but there is a clearer idea of how to reach those ambitions, and given them a push to move faster: 'Transformation for Growth has given me more confidence that I'm on the right track'.
- The owner is now better aware that he and the other directors need to step back from operational issues, and concentrate more time on strategic issues, given how the business may change. He is hoping to recruit a team to delegate more of his workload, especially as the Chinese mills should soon be fully on-stream.

Summing up the impact

'TFG gives more confidence that you're on the right track. I'm not saying I'm perfect, but maybe not as bad as I thought! And that shouldn't be underestimated, if you feel good about yourself, how you're running the business, that's projected into how you interact with customers, colleagues, and banks... and how they assess you. The Business Engagement Manager asked the same tough questions they will ask me – so I'm more prepared.'

Find out more

Koolmill systems
11 Stoneford Rd, Shirley, Solihull B90 2EA
www.koolmill.com

Visit: www.thetransformationproject.co.uk

Contact: Dr Michael Butler

Supported by:



+44 (0) 7919 926362

info@thetransformationproject.co.uk

Discuss co-applying for grants and ideas for impact