



Building a Business In very tough times

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JFC Manufacturing Co. Ltd.,

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JFC Manufacturing Co. Ltd.

Leading Supplier of Quality Plastic Products



JFC started in 1987 - Now employs 500.

Goal: To Build a Quality Company

Acquisitions along the in way the UK Germany France

- Delleve Plastics pipe (2003) has been good
- JFC Polska Sp.spo (2004) green field
- Accelerate Design SA (2009) Don't Know
- Eiche Germany 2013 --Set up Ark Capital
- Carbodium in Belgium 2013 in Ark Capital



JFC Customers

- Brand name established in several markets.
- Constantly hunting for quality customers.
- Did the Same thing in most Markets,
- Give customers a better service than they can get in European Markets.
- I.S.O. – Quality System. BBA Certificates.
- Up-to-date technology, Machinery & people.



Why am I here today ?

- To help you Achieve your business Goal,
- You need to be results orientated
- What Decisions do you need to make
- Have you a plan for change
- a Good Sales Plan must be believable, Realistic, and achievable.



Ways to improve your Business Results

- You must decide to do more of what works,
- What are you going to do less of ??
- What are you going to start doing now that you are not doing already
- What do you Stop doing altogether
- The Critical Resources are Time & Money,



Salesman ship made simple

- Selling your ideas and Products
- Entrepreneurs Success = measured by Sales
- Who are involved in Sales ? Dirty word,
- Faith, Confidence, and Belief and Value
- Lead inspire Negotiate your Team
- Sales Trained V the Untrained



Everything we do is Selling

- Good Sales people are Want Creators
- We must understand what we doing and Selling
- A Professional never stops Learning
- The planned Sales Presentation
- The cigarettes & the Mobile Phone
- Never try to sell against inattention,



The bigger picture

- Are you on track for better sales than last year?
- What do the trends suggest for the future?
- Have you done a complete business Medical
- How would you business fair in a medical?
- Need to get the real facts for analysis.



The Climate of Today

- All our Banks are starting to lend
- The markets are more competitive
- Dealing with new challenges like never before
- Much lower Employment levels
- A business that succeeds today will fly later



So What should we all do now ?

- You need to build a super company team
- There need's to be confidence in the Company
- You need to show strong leadership in decisions
- The sales team need's to motivated and driven
- And never take no for answer
- Sales Targets need to set and achieved



The Vision

The Reality





Technology of today

- We are in different times to when i started
- The same basic rules apply
- Profit is Sanity turnover is Vanity
- Don't be afraid to try the NEW
- Patience and persistence

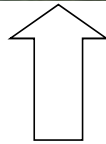


When to make Change

- Get up and do it “now”.
- Do not procrastinate.
- If you want more, you must give more.
- You get out what you put in.
- Embrace Challenge and Change.
- Start with small results. Big ones will follow.



Visit Trade Shows



National Ploughing Championships

**The Royal Show
Warwickshire UK**

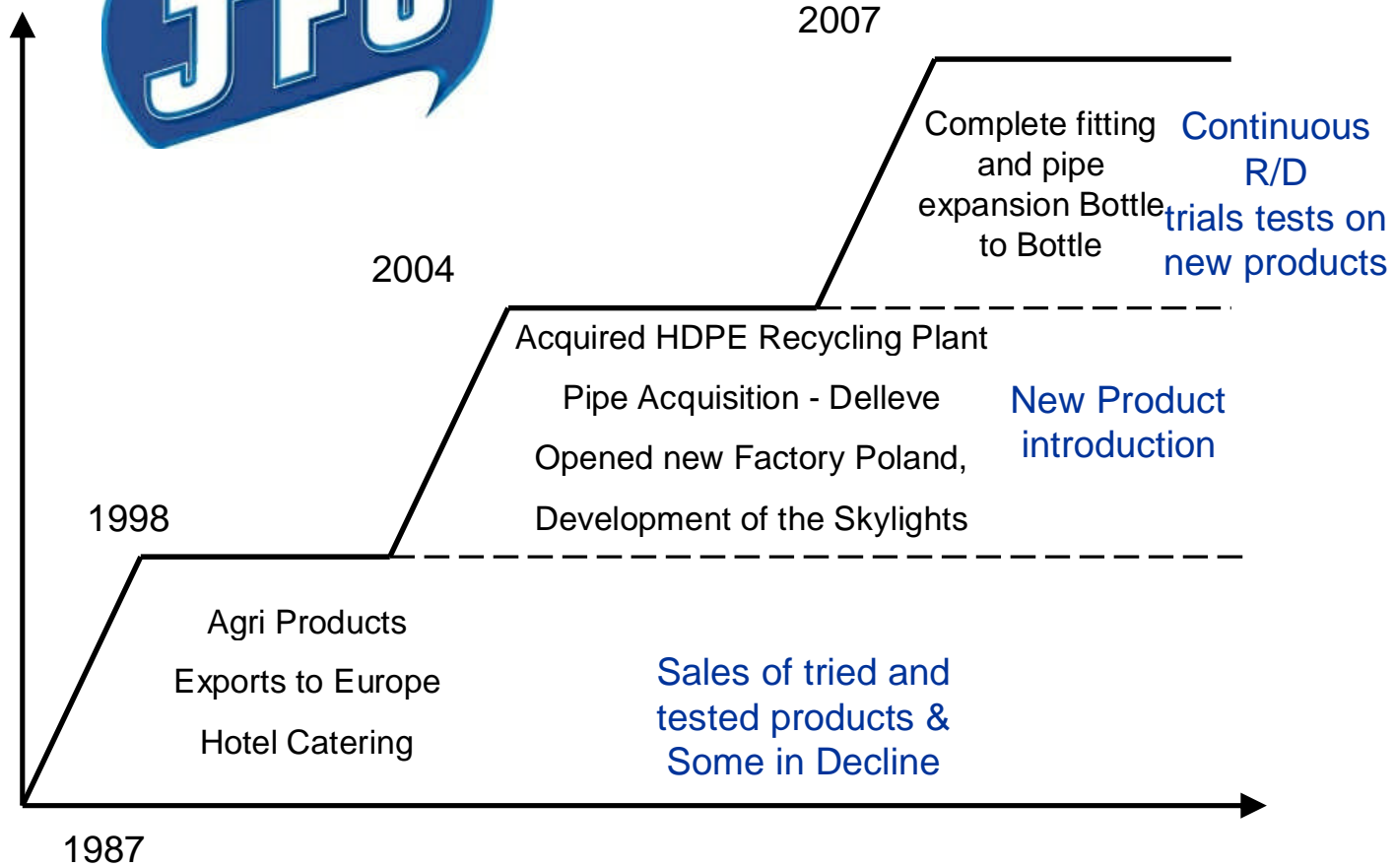




Pitfalls of Company Development

- Disappointment of your product not selling in the new market.
- Capital availability could be a barrier.
- Huge demand on:
 - Resources
 - Capital and man hours.
- The unknown – always be prepared for same,







In Summary

- The state organisations support & help.
- Take it one step at a time,
- Think about your ideas and Plans
- Train your self and the company Team
- Set your standards high and keep them,