



Success stories

Strategy is in the baking

Fourth generation family business continues to thrive

4th generation family business Ferguson Plarre Bakehouses is a multi-award-winning enterprise which has achieved recognition for its commitment to sustainable baking and business practices. The century old business maintains market leadership through a laser like focus on culture, governance and good process.

Big opportunities

Ferguson Plarre has engaged with Entrepreneurs' Programme Facilitator Raj Gopal for over 10 years. CEO Steve Plarre credits the program with helping the business to identify the big opportunities for Ferguson Plarre to work on and connect them with the providers necessary to execute on those opportunities.

"Our initial engagement identified the need for us to capture detailed costings of our complex manufacturing process to help ensure we allocated capital to the right areas in our business and which products to promote. Our Facilitator Raj Gopal was incredibly helpful during this process."

Tailored advice, connections and funding provided by the Entrepreneurs' Programme has enabled the business to:

-)] analyse the firm's capacity/ capability to develop new sales channels
-)] test product concept ideas against the market
-)] pressure test the firm's efficiency & competitiveness in the market
-)] build out a detailed business plan for innovative new 'plant based' savoury products
-)] stress test new technologies

Digital product development

More recently the business had the opportunity to again engage with Raj. This engagement saw the business explore digital cake creation tools (Designacake), plant based savoury manufacture and the development of entirely new sales channels to help diversify and grow the business.

Targeting market gaps

After having identified retail/franchise excellence as a key gap for the business in 2012, for the last 6 years the business has ranked in the Top10 franchises in Australia (TopFranchise Awards) and

been #1 food franchise for 3 years straight. Ferguson Plarre Bakehouse is the first food franchise business in Australia to be awarded a high rating by FranData (2019) – Franchise best practice (<http://www.frandata.com.au/>).

"We are very excited about the next 5-10 years. The Entrepreneurs' Programme has been of very genuine and tangible value for our century old business!" CEO Steve Plarre

Family values

Culture and values have been key for the Plarre family for years. The business has spent the last 8 years codifying their brand values and value proposition and embedding them in every employee wearing the uniform and in every aspect of the business.

Steve Plarre says *"It was just fantastic to be able to access someone with Raj's depth of experience but also his knowledge of our business and culture. His tenure with the program was of very genuine value to us."*