

WIN MORE BY DESIGN

Remove Barriers. Accelerate Growth.

CASE STUDY

Prioritizing Profit Over Revenue Growth

CLIENT OVERVIEW

A rapidly growing new-age manufacturing company integrating robotics into its products aimed to scale its turnover from ₹18 crores to ₹48 crores in two years. The CEO and CTO engaged Win More By Design to coach them in achieving this ambitious goal.

CHALLENGE

While the leadership team was focused on revenue expansion, they were unaware of the impact on profitability. While the turnover had more than doubled, the profit had increased marginally from ₹2 crores to ₹3.5 crores. The high marketing costs associated with global expansion were significantly eating into their margins.

COACHING APPROACH

Through Win More By Design's coaching process, the CEO and CTO were guided to challenge assumptions, explore alternative strategies, and realign their business approach. Key insights uncovered through deep-dive questioning:

- ◆ The cost of acquiring international customers, including marketing, installation, and after-sales services, was significantly higher than expected.
- ◆ Expanding into foreign markets, while appearing prestigious, was financially draining and offered lower profitability.
- ◆ Their existing Indian market still had significant untapped potential.

STRATEGIC SHIFT

With a refined perspective, the leadership team restructured their growth strategy to focus on deepening penetration in the Indian market rather than aggressively expanding overseas. Key adjustments:

- ◆ Optimizing inventory management to reduce waste and improve efficiency.
- ◆ Enhancing first-time-right manufacturing processes to minimize rework and defects.
- ◆ Improving after-sales service efficiency to reduce costs.

RESULTS ACHIEVED

- ✓ A more controlled turnover increase from ₹18 crores to ₹33 crores (instead of ₹48 crores).
- ✓ A significantly higher profit of ₹5 crores (compared to the earlier projection of ₹3.5 crores at ₹48 crore revenue).
- ✓ Improved operational efficiency leading to long-term financial health and stability.

KEY TAKEAWAY

Revenue growth alone is not the ultimate measure of success. A profit-first approach, guided by Win More By Design, enabled the leadership team to make informed, high-impact decisions that resulted in sustainable profitability and business resilience.

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