



Success stories

Business flows for water specialists

Growth strategy the key to success for SA's Rowater



Solid foundation spurts growth

The growth tap has not been turned off for purified water specialists Rowater Australia Pty Ltd during COVID-19, thanks to a solid growth strategy in place prior to the pandemic.

The Challenge: stagnating sales

In 2018, Managing Director, Chee Fong approached the Entrepreneurs' Programme, for assistance. The business, which was founded in 1988 and purchased in 2004, had seen stagnated sales and profit over the past three years.

Working with Business Facilitator Robert Lloyd, from Program Delivery Partner Business SA, it was identified that while

Rowater had excellent products and quality systems, a comprehensive growth strategy was needed. As part of this strategy, Robert highlighted the need for dedicated marketing plan and marketing materials. Other areas of improvement also identified included the need for lean business system techniques that would help Rowater boost profitability and ultimately develop a culture of continuous improvement.

Implementing the recommendations

Supported by the Program's growth grants, Rowater developed a comprehensive growth strategy, as well as new marketing materials that included an upgraded digital presence in the market.

In addition, the use of lean thinking throughout the business assisted them in reducing costs and eliminating waste from their key processes, improving their overall competitiveness.

Rapid growth flows

The implementation of these comprehensive changes within the business had a dramatic impact. In the two years since, Rowater has achieved 20 per cent growth, with only a minor dip in 2020 due to COVID-19.

"The improved systems and profitability resulting from the changes implemented, have given us the confidence to take on larger and more complex projects." Chee Fong Managing Director Rowater Australia Pty Ltd

New markets beckon

The increased capability in the business, combined with recent strong growth has led to new streams of opportunity for Rowater Australia Pty Ltd.