



VENETIA PARTNERS CREATES \$4M BUSINESS CHANNEL FOR LUXURY LIGHTING FIXTURES COMPANY VIA OPS ALIGNMENT

OVERVIEW

After the recent housing crisis, a luxury lighting fixtures company found itself overwhelmed by the demands of post-recession ramp up. The company brought in Venetia Partners (VP) to get operations back on track.

CHALLENGE

The fast pace at which it was taking on new projects to make up for the previous downturn was negatively impacting the company's \$30M-a-year business across the board. Vendors were not meeting agreements. New projects were draining existing resources, while old inventory sat untouched. And leadership couldn't focus on scaling up for new opportunities.

OUTCOME

To maximize efficiencies, a VP executive embedded temporarily as Interim COO and immediately began right-sizing inventory and getting the company back to a proper min-max strategy. VP also brought in new vendors and focused them on the right goal: on-time delivery. Lastly, VP evolved the company's revenue streams by introducing e-commerce. To avoid cannibalizing its existing customer base, the strategy introduced a dedicated product line specific to this selling channel. It addressed trends and buying behaviors of online customers, establishing the right technology, processes and vendors for the online market.

Within 8 months, VP:

- Streamlined inventories to run 30% more efficiently and cleared old stock
- Created a new sales channel that generated \$2M+ in its first year; \$4M in its second
- Implemented a new system, which increased the company's YOY revenue by \$10M+

RESULTS

Topline Revenue Growth =  30%

1st Year Ecommerce Revenue =  8%

"Venetia Partners guided us with authority through two significant events in our company: the post-recession surge and our entrance into the world of e-commerce. We owe our current success and stance in the market to them."

Chief Marketing Officer Testimonial

ABOUT VENETIA PARTNERS

Venetia Partners is a firm of operations experts that drive rapid performance improvement and an immediate impact on the bottom line. They perform due diligence on companies and fix and transform business operations and supply chains for Private Equity and Executive Leaders of manufacturing (heavy & light), consumer goods and retail companies. Voted in 2016 as one of the fastest growing private companies by the Inc. 5000/500, Venetia Partners is sought after by private equity firms and manufacturing and distribution companies. The firm operates out of 11 major markets including Atlanta, Chicago, Pittsburgh, Shanghai and Zurich.

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