

## CONTACT

Dimarx Pty Ltd  
Principal / Founder

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*Dimarx*

**YOUR  
BUSINESS  
IS OUR  
PASSION**

*Empowering business through  
expert coaching, strategic  
reviews and accelerating  
growth opportunities.*



[www.dimarx.com](http://www.dimarx.com)

# Thinking about your business:

How many 1% changes could you implement?



## RESULTS

Increased Profit

Increased Turnover

Better Cashflow

Repeatable Processes

Improved Customer Satisfaction

More business opportunities

Less Wastage

## About Dimarx Pty Ltd

*Dimarx was established by Marc Smith. Dimarx can support businesses to assess their operations and devise realistic, actionable plans.*

*Marc, who has called Bendigo home for the past 26 years after relocating from Mildura, boasts a wealth of experience in management roles spanning two decades.*

*His diverse career has encompassed a wide array of industries, including Manufacturing (FMCG & Engineering), Agriculture, Government, and Non-Profit organisations. Over this time, Marc has cultivated a comprehensive toolkit of business strategies, enabling companies to craft resilient plans for addressing both short-term challenges and long-term strategic objectives.*

*With a solid foundation in finance and general management, he has a holistic understanding of business operations and where there are opportunities to deliver value.*

*Marc has completed the following tertiary education:*

- Bachelor of Business (Major in Accounting)
- Diploma of Education (Secondary Teaching)
- Certified Practising Accountant (Fellow) (FCPA)
- Company Directors (GAICD)
- Business Growth Program (University of SA)
- Masters of Business Administration (MBA)

# OUR SERVICES



Our firm can conduct a full assessment or focus on a specific project for your business, we aim to understand your business and apply our knowledge & frameworks to maximise your effectiveness. Every business faces challenges at different time of their business lifecycle, we can provide guidance to assist.

## Strategic Planning



We will help formulate a roadmap that works for all parts of the business using a shared vision.

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## Market Research & New Opportunities



To help grow your business, you need to understand the competitive landscape, we can conduct research into your industry and develop strategies to increase your market share.

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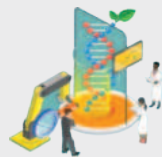


## Financial Performance Review

As an experienced CFO and CPA, our principal consultant can conduct a thorough financial review of your business..

Analysing trends allows you to react quicker and make stronger decisions.

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## Emerging Technologies

Dimarx is working with a range of technology companies, providing links to AI, Data Capture, Automation and more to make an impact on advancing business objectives. We provide strategic guidance and tailored solutions to effectively adapt.

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## Operational Analysis



With over 15 years experience in manufacturing, we can assess your current operations focusing on what you need: .

- \* **Operational efficiencies**
- \* **Process review & standardisation.**
- \* **Staff performance**
- \* **Lean Manufacturing**
- \* **Waste assessment**
- \* **Automation Opportunities**

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## Sales Development & Income Diversification



We can help identify current sales improvement options, new market developing and different sales streams..

We can help you diversify your business income and spread the risk of customers becoming too large.

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## Brand Strategies

Build your brand from the ground up with our tailored service. We will help identify your ideal customers and develop how to communicate with them effectively.

A strong brand communicates your values, differentiation, and promises, building trust and loyalty amongst your audience.

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## Business Coaching

We provide guidance to owners and managers to help overcome challenges,

Whether a short term engagement of a longer term we can support. your business with the help that you need, when you need it.

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## Short term relief roles

The departure of a key person can have significant implications. If you need short term, or longer term assistance we can help until permanent recruitment has been completed.

CEO, CFO, GM support available through our experienced team.

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## Board & Governance

Our training program, specialise in NFP boards, to help provide guidance around every board members responsibility. Remember all board members share the responsibility of the financial wellbeing, not just the finance director.

We can also provide an independant review and recommendations to improve your organisation, Private, NFP, & Government Agency.

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## OUR PROCESS



Each business is unique, we begin with an evaluation, talking to key personnel to identify opportunities to improve.



## TESTIMONIALS

*"I had the pleasure of working with Marc on a comprehensive review of our business operations. Marc conducted a thorough analysis with meticulous attention to detail, identifying key areas where our processes could be streamlined for better efficiency. His recommendations were insightful, practical, demonstrating his deep understanding of industry dynamics and operational strategies. The recommendations have now been signed off by our Board and the implementation and tracking of those recommendations is already underway. Marc's professionalism, his engagement with the broader leadership team and expertise were evident throughout our collaboration, and I recommend his services to any business looking to enhance their operational performance."*

*Dennis Bice  
CEO Bendigo Stadium Limited.*

*Marc conducted a financial analysis for a business that we were looking to acquire and in doing so, found various gaps which reduced the purchase price by 70%. After completing this task, Marc developed a strategic plan, a business plan and financial projections for the bank. The work that Marc completed was very thorough and high quality, he understood what information the banks were seeking and was able to provide it effectively, the Bank Manager was very impressed by the initial work that had been completed. I would recommend Dimarx for any business, you won't be disappointed.*

*Luke Hoskin  
Triple L Bar Enterprises*

*"If you're not moving forwards, you're falling back" Sam Waterston*



## STRATEGIC PLANNING

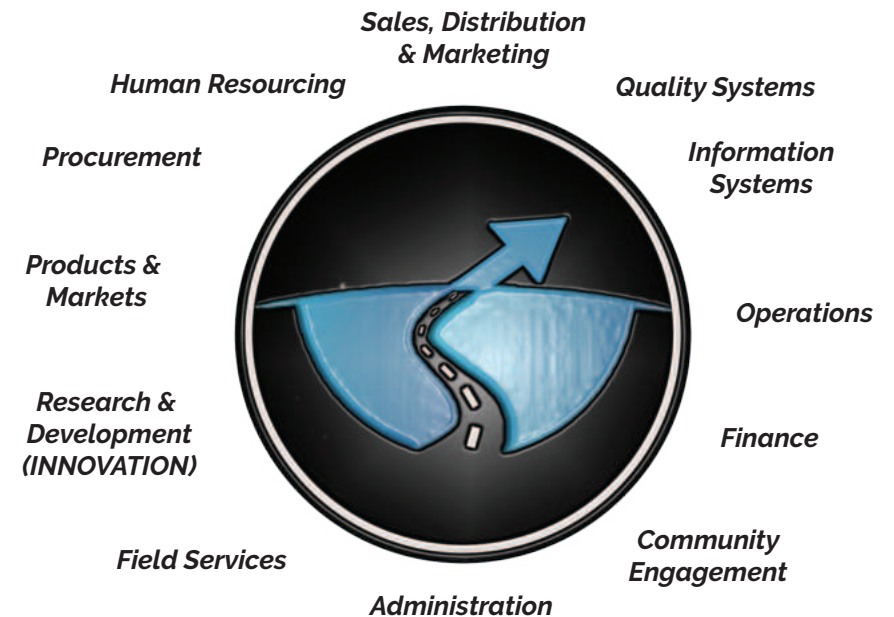
- 1. Establish clear goals**  
(Begin with the end in mind)
- 2. Develop an action plan**  
(steps needed and timeframe)
- 3. Drive the change you need**  
(resource the team)
- 4. Celebrate the wins**  
(everyone working on the same path)

### Delivers:

- A clear road to take
- Mutual understanding
- Knowledge of where to focus your energy and resources.

*Developing a top team that you can delegate responsibility will aid in achieving more for your business.*

## WE WILL BREAK IT DOWN AND FOCUS ON YOUR KEY AREAS



### ***"Navigating the Roadway of Business Strategy"***

Developing a strategy that incorporates all of your business, will improve your outcomes, when all parties are working off the same plan, everyone is clear what to do next !!!



# FINANCIAL PERFORMANCE REVIEW

## For any organisation understanding your financial indicators is imperative.

Our principal consultant has been working in complex organisations for over 2 decades, he is a Qualified CPA and has extensive experience in establishing good financial practices.

Ranging from establishing multi-tiered budgets, financial reports, cashflows, board reporting, financial acquittals and insurance & bank requirements.

We can conduct a thorough analysis of your organisation, reviewing the current health by analysing financial statements, cash flow, and other reports.

We understand the complexities of business and how decisions impact across all departments. As part of our normal process we gain a better understanding of your business by discussing it with stakeholders at different levels.

### **Balancing decisions:**

Cost Savings v Quality  
Sales Growth v Cost Reduction

*We will identify strengths and opportunities to improve your business, helping you to develop strategies to reduce cost without compromising quality or performance.*

Establishing your goals and objectives should be matched with a robust budget, we have experience in matching these to the risk appetite of the board.

It is also important to benchmark the organisation to ensure that you are setting the right targets and adapt to external and internal factors.

Understanding your costs are important, we have excellent cost modelling to determine what each product might be contributing to your final outcomes.



# OPERATIONAL ANALYSIS

## Customised Solution specific to your business needs...

We can provide you with:

- Workflow process analysis
- Lean manufacturing assessments
- Overhead analysis
- Introduction of new machinery and return on investment calculations.
- Staff productivity assessment and recommendations
- Technology assessment and integration
- Standardising processes and compliance

We also provide manufacturing reviews and process flow analysis to ensure that organisations are performing to the highest efficiency. With technology advancing quickly and manufacturing processes being improved, businesses need to ensure they stay up to date with new technologies.

We can assist you in turning your data into actionable insights to improve your decision making.





# BRAND STRATEGIES



- > Purpose
- > Consistency
- > Emotion
- > Flexibility
- > Employee Involvement
- > Loyalty
- > Competitive Awareness

When building your brand strategy, we will:

- \* Focus on the key messages
- \* Enhance the engagement
- \* Create higher conversions
- \* Develop strategies around brand loyalty and advocacy.
- \* Understand your market position
- \* Drive decisions based on data
- \* Explore the most efficient way of getting the message out
- \* Build out a customer persona.

CONSISTENCY



*We will establish a style guide*



Understand your customers and  
**CONNECT**



# SHORT TERM ASSISTANCE



## SHORT TERM OR LONGER TERM ENGAGEMENTS AVAILABLE

*Our principal consultant is an experienced executive manager (2 decades) within a range of industries, who can help businesses out in the short term, or assist you longer term for projects or strategic goals.*



## PROJECT BASED WORK

*Have you established strong budgets for the financial year?*

*Do you need assistance in getting started or refining your current budget?*



# PROJECT MANAGEMENT

**Our principal has experience in managing various projects, ensuring accountability and delivery expectations.**

**If you need help with a certain project, then lets discuss your project .**

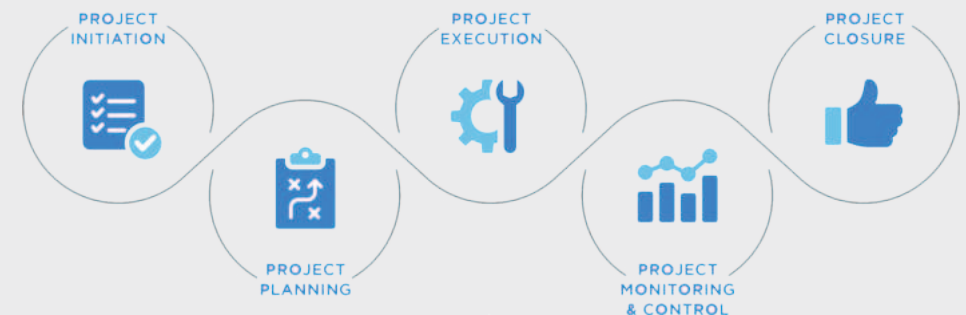
- > **Project Planning**
- > **Accountability**
- > **Reporting during project**
- > **Milestones**
- > **Team Engagement**
- > **Communication (company wide)**
- > **Risk mitigation**
- > **Finalisation Reports and Presentations (if required)**

## 1 CEO / GENERAL MANAGER

*Strategy - Operations - Human Resourcing - Market Research - Sales & Distribution - Engineering Information Systems - Procurement - Research & Development - Products & Markets - Manufacturing Installation*

## 2 CHIEF FINANCIAL OFFICER

*Budgets - Departmental Reporting - Cost Evaluation - Staff Performance Evaluations - Operational Reporting - Cashflow - Staff costings - Business saving options.*







# MARKET RESEARCH & NEW OPPORTUNITIES

# SALES DEVELOPMENT & INCOME DIVERSIFICATION

We conduct market research to ensure you can make strong business decisions.



DEFINE RESEARCH



RESEARCH METHODS



COMPETITIVE LANDSCAPE



GLOBAL OR LOCAL



ECONOMIC INFLUENCES



CONDUCT SPECIFIC RESEARCH



MARKET ANALYSIS



CONSUMER BEHAVIOUR ANALYSIS



UNDERSTAND VIABILITY

## Research informs decision making



### New Markets

Diversifying your business into new sectors and income streams can mitigate risks, especially during challenging economic conditions within your current industries of operation.



### Innovation

Developing new products through a strong NPD program will allow you to stay ahead of the market and present innovative ideas to your customers.



### Market Share

Understanding the landscape of your industry and who are your main competitors, this will allow you to develop strategies to improve your market



### Differentiation

Standing out from your competitors and offering products / services that are different, or of a better quality can give you the competitive advantage that you need.



### Export Development

Numerous export development programs are accessible. It's crucial to conduct market research when your product has potential in overseas markets.



### Expanding Overseas

Expanding your operations into an overseas market is a major decision for your business, ensuring that you have a product that is going to be accepted is one aspect, however the investment must be weighed up by local laws, cultural differences and additional costs.



## EMERGING TECHNOLOGIES

### Where is your business going and are you keeping up with the times?

The advancements in technology have been significant over the past decade, with most businesses investing in automation, machine learning and AI.

Dimarx has been working with a number of leading technology organisations with leading edge solutions.



**Bringing imagination into today's reality.**

### Ligantic Empowers Innovators to Bring Their Ideas to Life

Ligantic is a powerful, flexible platform that empowers innovators to harness emerging technologies and build their own digital solutions - without a technical background.

Ligantic unlocks data from siloed systems, enabling seamless integration and connections across your business.

Leveraging the latest in AI, workflow automation, and APIs, Ligantic can help you:

- Overcome data overload and gain timely insights to drive key decisions
- Integrate your systems and processes for a more connected, efficient operation
- Quickly compose innovative solutions tailored to your unique needs

Whether you're looking to modernise legacy systems, launch a new digital product, or transform your customer experience, Ligantic provides the tools and support to turn your ideas into reality.

Learn how Ligantic can help you build your next innovative solution. Visit [ligantic.com](https://ligantic.com) or connect with our team to get started.

**Integrating your business seamlessly.**

## Developing a **GROWTH MINDSET**

Having a growth mindset in business is essential for fostering innovation, resilience, and long-term success. This mindset is characterised by a belief that abilities and intelligence can be developed through dedication and effort.

In a business context, individuals with a growth mindset embrace challenges as opportunities for learning and growth, persisting in the face of setbacks and viewing feedback as constructive rather than discouraging.

They are open to new ideas, continuously seek to expand their skills and knowledge, and are not afraid to take calculated risks to pursue ambitious goals. By cultivating a growth mindset within their teams and organisations, business leaders encourage creativity, collaboration, and a culture of continuous improvement, driving innovation and adaptability in today's rapidly changing business landscape.

## STRATEGIC PLANNING Scaling for Growth Leading through innovation

*In today's competitive landscape, businesses are constantly seeking avenues for growth and sustainability. Among the most potent drivers of this growth are innovation and fresh ideas. By cultivating a culture that values creativity and embraces change, companies can unlock new opportunities, streamline processes, and stay ahead of the curve. Whether it's through product innovation, process optimization, or disruptive business models, embracing innovation and nurturing new ideas can fuel sustained growth and ensure long-term success in an ever-evolving market.*



# BUSINESS COACHING

Looking for support?

Goal Setting

Problem Solving

Skill Development

Team Accountability

Driving Performance

Market Changes

Communications

*Ready to elevate your business to new heights? Take the first step towards success with personalised business coaching today!*

## BUSINESS MODEL



*Coaching sessions can be completed online or in person, it is the preference of in person as it allows us to see more about your business.*



# BOARD & GOVERNANCE

We conduct independent assessments for the board & management around your organisation:



corporate governance framework  
aicd.com.au

- > Operational Effectiveness
- > Independent Financial Review
- > Strategy Assessment
- > Risk Profile & Risk Matrix
- > Sub-Committee Structures
- > Board Skill Gap / Diversity
- > Director Training
- > Role Definition



Put the pieces together to ensure  
**Business Success**

Understanding business is crucial for success in today's competitive landscape. It requires a comprehensive grasp of various aspects, including market dynamics, customer behavior, financial management, operational efficiency, and strategic planning. A solid understanding of business involves analysing market trends, identifying opportunities, and mitigating risks to make informed decisions that drive growth and profitability.

Moreover, it requires adaptability to changing environments, effective communication skills, and the ability to build strong relationships with stakeholders to foster collaboration and achieve common goals. Ultimately, mastering the intricacies of business empowers individuals and organisations to navigate challenges, seize opportunities, and thrive in dynamic and evolving markets.

A lot of businesses have some of these covered, but don't necessarily have the skills internally for all of them to be completed, this is why Dimarx Pty Ltd was created. We aim to fill the gaps and provide a high quality service that will improve your business outcomes.

*Marc Smith*

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Our principal consultant has over two decades of experience in strategy, innovation and business development.

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*We would like to acknowledge that the City of Greater Bendigo is on Dja Dja Wurrung and Taungurung Country. I would like to acknowledge and extend my appreciation for the Dja Dja Wurrung\* People, the Traditional Owners of the land that we do business upon.*