

# Profitable Business Growth with the Coal Industry

- What **really** Works –

**Bede Boyle**

**Chairman**

**AustCoal Consulting Alliance**

- 1. IS IT WORTH THE EFFORT?**
- 2. WHAT DOES THE COAL CLIENT WANT?**
- 3. WHAT REALLY WORKS?**
  - 1. Develop products and services to target identified resource industry needs**
  - 2. Invest in Business Development Alliances to provide Integrated Service Offerings**
  - 3. Develop problem solving & business improvement capability to reduce cost and time.**
- 4. HOW DOES IT WORK?**
- 5. WHO HAS IT WORKED FOR?**

- **Port of Newcastle Coal Exports will Grow from 97 to 180 Mtpa by 2015 and create Business Opportunities for Hunter Firms**
- **Despite the GFC the Port of Newcastle exported a record 97Mt in 2009-2010.**
- **Committed expansion of NCIG and PWCS will see Port of Newcastle export terminal capacity almost double to 180 Mtpa by 2015.**
- **BUSINESS OPPORTUNITIES FOR HUNTER FIRMS WILL DOUBLE OVER NEXT 5 YEARS**

### **Our Coal Industry Customer Survey**

**showed mine and project management wanted their suppliers of products and services to demonstrate Six Attributes:**

- 1. Hassle free execution and invoicing**
- 2. Delivery as promised**
- 3. An understanding of their business needs**
- 4. Cost effective and reliable services**
- 5. Total Compliance with OH&S and Environmental Legislation**
- 6. ABOVE ALL NO SURPRISES**

- 1 Develop products and services to target identified resource industry needs**
- 2 Invest in Business Development Alliances to provide Integrated Service Offerings**
- 2 Develop problem solving & business improvement capability to reduce cost and time.**

# 1 **Develop products and services to target identified industry needs**

**Step 1 - Understand the customer's specific requirements**

**Step 2 - Design customised solutions in cooperation with the customer**

**Step 3 - Assist the customer in implementing the solution to realise the benefits**

## 2 Invest in Business Development Alliances to provide an Integrated Service Offering

The integrated service offering overcomes the *David and GOLIATH* problem faced by **SMEs** in winning business with large corporations.

### 3 Develop problem solving and business improvement capability

**Lean Six Sigma** is used by BHP Billiton and Rio Tinto to reduce costs and improve productivity

**Bechtel Corporation** uses Six Sigma companywide as a powerful

**Value Proposition** to its clients for them to save time and money in major projects

**Business Development** + **Business Improvement** = **Profitable Growth \$\$\$**

**\$\$ profit > 😊**  
**shareholders**

**sales**  
**marketing**  
**alliances**  
**customer service**

**OHS & E**  
**quality**  
**productivity**  
**cost reduction**  
**innovation**

**< \$ investment in business**

**😊 customers**

## **SMEC Snowy Mountains Engineering Corporation**

- **Major Project Alliances**
- **Regional Infrastructure for Resource Development**

## **Leighton Contractors**

- **Alliance Contracts**

## **Synergy Management Consulting Group**

- **Lean Six Sigma Business Improvement**

## **AustCoal Consulting Alliance members**

- **Australian and International clients**

**Bede Boyle**

**Chairman**

**AustCoal Consulting Alliance**

**[www.austcoalconsulting.com](http://www.austcoalconsulting.com)**

**[boyle.bede@bigpond.com](mailto:boyle.bede@bigpond.com)**

**+61 (0) 419 213 010**