



Success stories

MPI Global Pty Ltd

Seizing the opportunity



WA engineering and manufacturing company, MPI Global Pty Ltd, have been supplying high performance exhaust systems since 1974. Presented with an opportunity to acquire a competitor in the Eastern States the company didn't hesitate to take advantage.

Revving up for change

With such an opportunity it was quickly apparent that the integration of the two companies was going to need some focussed attention. Director, Daniel Draffin, took the responsibility to move over East and brought in James Reeves, a Growth Facilitator with the Entrepreneurs' Programme to help advise on a clear path forward.

Facilitated by the programme, MPI Global undertook strategic planning workshops with key stakeholders, resulting in an overall business strategy.

Key products and market expansion areas were identified, and a national supply agreement was executed with an organisation representing 21,000 members of the automotive industry.

Making a noise in the market

With Australian wide coverage, new product lines and customer growth, the company faced a new challenge - production couldn't meet demand! Not wanting to miss the growth opportunity, the company engaged the services of a lean consultant to review their WA production facility.

This work managed to increase capacity by identifying process improvements and bottlenecks in production.

"A new bending machine, which was procured due to our involvement in the Entrepreneurs' Programme, couldn't have come at a better time. Shortly after it arrived, our existing equipment had a mechanical breakdown. Thankfully we were able to continue production with

the new machine, and the impacts were minimal".

"The Entrepreneur's Programme has enabled us to focus attention and significantly boost capacity at a time of unprecedented demand. We have set up a second location in Victoria, and doubled our staff in the last two years, creating over 15 full time jobs." **Daniel Draffin, CEO.**

Tuning up for more

The handling of the acquisition and growth of 27% saw the company move into the Entrepreneurs' Programme's High Growth service. This second review, with additional grant funding, has identified further growth opportunities; this time there is a focus on expanding their online direct to market sales, which have exploded in recent times.