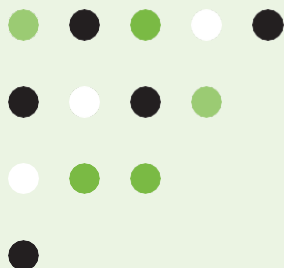


MCCULLOCH GROUP, AYRSHIRE

MEMBERS OF AYRSHIRE CHAMBER OF COMMERCE



CHAMBER BUSINESS AWARDS

CELEBRATING BUSINESSES

ONE STORY AT A TIME

“This has created a revitalised dynamic across their people, with every team member proud of their part in what is now a successful global operation”

McCulloch Group, members of Ayrshire Chamber of Commerce, is a company born in Ayrshire and built on innovation.

An idea sparked in a yard in Ballantrae grew to become a fleet of unique machines that reduce manual handling on railway infrastructure projects, making the work safer and more efficient in both time and finances.

Having operated out of Scotland for 30 years, until recently the majority of business was retained within the UK and Europe, with key partners including Network Rail, London Underground and the Paris Metro.

However, as part of a wider strategy for the entire business, and in response to a considerable amount of interest expressed for their plant by North America and Australasia, the Executive Leadership Team, steered by CEO David Girdler, wanted to extend the global reach of the business, which had been operating for three years.

As they lay the strategic foundations for international development, their initial plan is to concentrate on three main regions that will establish the McCulloch brand's strength and reputation overseas, whilst building a strong opportunity pipeline for sustainable long-term growth. These target regions are:

- Americas – North America, South America & Canada;
- Australasia – Australia, New Zealand & (outward boundaries including Japan, Malaysia, Indonesia);
- Europe – a focus on core markets, with Germany, France, Italy & Spain as a priority.

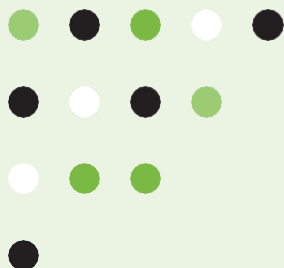
The overarching strategy highlights dedicated territory focus by aligning technical business development personnel with the correct value partners and niche end user applications where they can demonstrate real-time client value.

McCulloch Groups growth is realised by focusing on the right opportunities, rather than simply trying to land any sale. They have a team of three dedicated business development managers in the international arena, and three UK-based business development managers. All have focused business plans to generate sustainable long-term growth.

Cont...

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McCulloch Group’s pipeline development also means they are in the final negotiations to secure many lucrative projects taking place in Malaysia, Brazil, Mexico, Japan, Canada, Holland, America, New Zealand and France. They are anticipated to exceed £10m in new sales forecasted last financial year.

As well as the financial gains, this international growth has also had a transformative effect on the wider McCulloch team and business. A new improved website, more aligned to their growth strategy, has been released and is already proving a success, with international enquiries coming through to their teams.

Their LinkedIn page has become a hub for international partners to share progress updates and imagery of the kit hard at work on the world’s railways. Their social following has grown by 24% in the last year, whilst an internal communications effort has shared all of this international success with their 167 strong team, based in offices and depots across the UK. This, in turn, has created a revitalised dynamic across their people, with every team member proud of their part in what is now a successful global operation, built and based in Ayrshire.