



Engineering & Commercial Business Development Services

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Business Profile

Mission

Our mission is to add value for our clients by helping them develop appropriate ways to process relevant, timely and accurate information, which enhances their economic performance.

Many small to medium sized engineering and commercial firms fail to maximise their performance because they lack appropriate information. Even quite large firms also have difficulty in sharing information effectively with their clients and other stakeholders.

Business managers need to make informed “real-time” tactical decisions and longer term strategic choices. This implies that they need quality information about their business environment that is accurate, up-to-date and relevant. Many companies have few formal systems, apart from their accounts, to provide managers with this resource. Decisions are often made on a seat-of-the-pants basis that can produce a poor outcome, resulting at best in lost profit and at worst in failure of the business. Our aim is to change this.

Client Value

We work closely with our clients to develop quality information systems which will enhance their competitiveness. Our aim is to help companies improve their knowledge about their customers, competitors and suppliers as well as their people, products, and processes – from which they can develop more effective business plans, value propositions, and communication strategies.

Eng-Com services can be helpful at any stage of the business information process from identification, through collection, storage and analysis, to preparation and dissemination.

We can add value to our client’s business in a variety of ways, either through short term projects or longer term assignments on a very cost effective basis.

No task is too trivial if it helps a client improve their business.

Products & Services

To assist clients in improving their business management systems we offer the following:

- **Information Systems Audit**
- **Business Information Workshop**
- **Strategic Information Development**
- **Business Planning**
- **Market Research**
- **Computer based Information Tools**
 - Client Contact Database
 - Activity based Calendar
 - Projects Database
- **Marketing/Promotional Tools**
 - Product Information Kits
 - Case Studies and Technical Papers
 - PowerPoint Presentations
 - Web Site Design, Implementation and Maintenance
 - Exhibition planning and coordination

In conjunction with a network of other closely related service providers we can also offer:

- Quality System Improvement
- Value Chain Management
- Computer Systems Diagnostics and Support
- Accounting Systems Support
- Media Releases, Advertising and Promotional Literature and Gifts

Several of these services attract Government funding and we can assist in preparing submissions to attract this form of support.

Expertise

Managing Director, David Peck, has over 35 years business experience including start-up and management of a high-tech engineering company and a regional business development group. Trained as an electrical engineer he also has management qualifications including an MBA and holds an Associate Fellowship of the Australian Institute of Management as well as being a Fellow of the Institution of Engineers Australia. He has been accredited as a Business Networks Broker with Ausindustry.

David's expertise has been gained in a variety of roles ranging from sales, marketing and business development to general management as a CEO, encompassing importing, R&D, manufacture, exporting and service. He has also taught in the fields of International Business and Entrepreneurship at post-graduate level and Renewable Energy at TAFE level.

As a Christian, David holds a firm belief in ethical values as the basis for sound business practice – he has learnt the hard way that there are no short cuts.

Typical Projects and Assignments

- Implementation of Microsoft Outlook based client and project information system using the Internet for synchronisation of data between 15 local and interstate staff.
- Corporate web site for an engineering firm featuring case studies of client solutions.
- Corporate and product brochures for several firms.
- Coordination of exhibitions for individual engineering companies and the Austenergy Energy Systems export group, including D2000/1, AIEE, and CEPSE in various countries throughout S.E. Asia.
- Market research for a rural government body with proposals to assist their development of local engineering firms servicing the oil & gas industry.
- Management of a regional business development group for the engineering community in Gippsland, S.E. Australia.
- Rail safety & quality accreditation for a narrow gauge tourist railway.
- Export market facilitation for a large electrical manufacturing firm resulting in long-term multi-million dollar sales to S.E. Asia and export awards from the Governor of Victoria.
- S.E. Regional representation for an interstate electrical equipment manufacturer.
- Assessment of the options for paper mill roll-grinding involving a visit to equipment manufacturers in Germany.
- Start-up Business Plan for a high-tech opto-electronics manufacturer – subsequently employed as CEO.
- Business Network broker for a group of firms engaged in mining education, including visits to China to assist in promotion.
- Survey of the international market for Fast Ferries including visits to ship builders and operators in Australia and Europe – incorporated in a Victorian Government report.
- Review of Wind Energy opportunities for the Institution of Engineers, Australia – report published in Transactions of Multi-Disciplinary Engineering presented to Government.
- International product and market research to assist in commercialisation of Australian Solid Oxide Fuel Cell technology – subsequently employed as Business Development Manager.
- Development of a TAFE course about fuel cells and advanced storage technologies.

"We are continually faced by great opportunities brilliantly disguised as insoluble problems." – Anon

"No problem can withstand the assault of sustained thinking." – Voltaire

Business success depends on information – who has it, how good it is, and how it is used.