

## Revenue Growth



**Enterprise Minnesota  
Brainerd  
April 2018**



## Broekema Beltway USA Inc.

Turnover	\$15mm
EBIT	12.7%
MN Employees	58
Locations	Pine City, MI Woodland, CA
Products	Crop Conveyor Belts Traction Belting Rived Rods & Connectors

## Jäger Group of Companies

Turnover	€201mm (\$247mm)
Employees	Worldwide 1100
Locations	23 Locations in 8 Countries
Branches	Machine Tool Industry Renewable Energy Agricultural Industry Automotive Industry Environmental Industry Exploration Technology

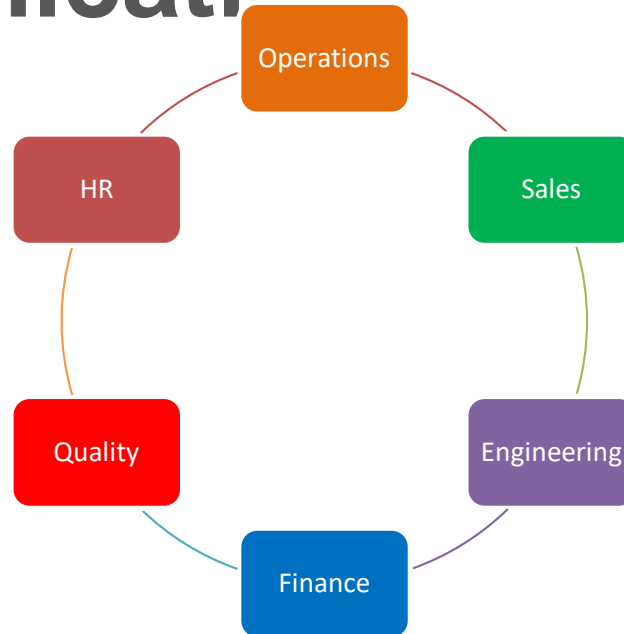


# Revenue Growth and Sustaining Profit

## The Dynamic Duo

# ■ Clean up internal communication

\*Break down silos\*



\*Encourage Open Debate\*

\*Assign/Document Action Items and Due Dates\*

\*Hold Each Other Accountable\*

# Formally document identity

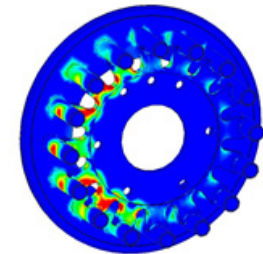
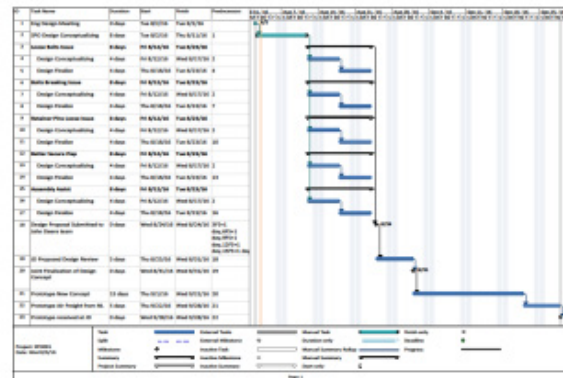
- Who we are



- What we do



- How we do it



## ■ Conduct SWOT

### ■ Create 3 year strategic roadmap for path forward

#### ■ Marketing/Sales focus

- New channels for current product lines
- Strengthening underutilized distributors

#### ■ Operational efficiencies to be gained

- Improve processes
- Strengthening labor skillsets

## ■ Marketing

- Non-traditional applications for traditional product lines

- Crop
- Industry

## ■ Sales

- Training program for distributors

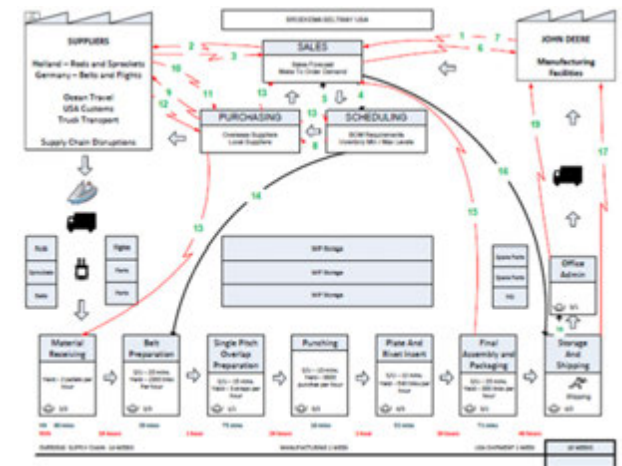




## ■ Operations

### ■ Process improvements

- ISO 9001:2015 Certification
- Systemic Lean Training
- Value Stream Mapping
  - Current & Future states
- 5S Training
  - Quarterly Kaizen events



- **Operations (cont.)**
- **Human Resource Investments**
  - **Soft skill training**
    - Communication
    - Conflict resolution
    - Leadership skill
  - **Machinery training**
    - Lathe
    - Welding

**Broekema Focus:  
Top Line Increase**

**+**

**Operational Improvements**

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**Continuous, Incremental, and  
Measured**

# The End



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