



New Touch Laser

- High Tech Manufacturing Shines

THE BUSINESS

Brad Drury became involved in the laser cutting industry 15 years ago. Attracted to the high-tech aspects of the industry, Brad worked in sales and production roles for five years before starting New Touch Laser with partner James Cao in 2001.

"I'd always dreamt of starting my own business. When my ex business partner approached me and we began discussions I could see the opportunity existed to set up my own operation."

New Touch Laser is a custom laser cutting business offering manufacturing solutions for all industries. By delivering exceptional customer service and investing in the latest laser technology, Brad's business experienced rapid growth.

In 2009, Brad bought out his partner and the business continued to grow. In January 2009, Brad and Alex vanden Broeck established New Touch Fabrications, a partner business to New Touch Laser, which enables the New Touch business to offer a one-stop metal fabrication shop to existing and new customers.

THE CHALLENGE

Demand for New Touch Laser services was growing, as was the business. While this was positive we were also experiencing some associated growing pains.

"While we were focusing on some areas of the business, others areas were starting to be neglected. We could see there was a strong need for specialised staff training."

Brad was also interested in looking into other areas where he could develop the New Touch Laser business further.

"We felt our customers wanted us to offer other related services. We needed to find a way to work out what these services were and how we could best provide them."

THE ASSISTANCE

In 2008, Brad took part in the Grow Your Business Program through Small Business Victoria. As part of the program, he engaged in an intensive strategic planning process for New Touch Laser, which included a thorough market research survey of existing customers.

"We used the results of this research to identify potential growth areas for the New Touch Laser business."

THE SOLUTION

"This process led directly to setting up the new business, New Touch Fabrications, early in 2009."

The results of market research also influenced Brad's decision to invest more in staff training. Through the My Business, My People program, Brad has been able to put ten of his key staff through a Leadership Management Australia program.

"The training has made a big culture change within our organisation."

"There is definitely increased sales productivity in the team and they're all very positive about doing the courses. Our people are more focused on their own roles and responsibilities and also more respectful of other people's roles in the business."

BUSINESS TODAY

Brad is very positive about the future of both New Touch Laser and New Touch Fabrications. While he acknowledges the recent GFC had certainly impacted on the business, the strategic planning and staff training he's undertaken meant the business was in a good position to cope with the downturn.

"The strategic planning aspects of the Grow Your Business program got the whole business focusing on the same goals and working together."

"We've created additional services, deliver better service and the work is generally less stressful as people are working more efficiently and as a result, are more productive."

Brad highly recommends Small Business Victoria programs to anyone interested in learning more about business or if they're considering investing in staff training.

"If you're apprehensive about whether these programs can help, start off small and just put one person through. You'll soon see what a positive difference this kind of training can make to your team and to your business bottom line."

For further business information contact Business Victoria: **13 22 15** or visit business.vic.gov.au

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