



Success stories

Australasian Fresh

From Shopfront to sophisticated manufacturing



When Australasian Fresh first joined the Entrepreneurs' Programme, the business was operating from cramped and outdated facilities with many processes undertaken manually. Owner Michael Coade was wearing many different hats and was very hands on in the business.

Making the Move

According to Michael, *"One of the big things the program has done is to have me focus on the difficult questions about where the business was and to understand what I need to do to grow the business. Our Facilitator, Vineet Ahuja, made me realise we needed better programmes and systems, including adopting LEAN manufacturing, monitoring production, our wastage, and bringing in new skills. This has worked very well and enabled us to attract much larger clientele."*

With Vineet's assistance, the business successfully applied for a State Government grant of \$ 430K to help

them set up a \$ 3m plant, the largest capital investment ever by the company.

The expansion has seen significant investment by the business in workforce development, Toyota lean production processes and improved waste management systems. The business has collaborated with Victoria University's Advanced Foods Systems Institute to further enhance the quality and safety of their products.

Michael says that *"Our participation in the Entrepreneurs' Programme has made me understand more about business with the result we have a new plant, have increased staff numbers from 20 to 40, brought in professional people with specific skills in managing the processes."*

Unique capability

"With the help of the Entrepreneurs' Programme, we are in a position today having probably the most sophisticated and efficient fresh pasta manufacturer in the country with good systems and well trained staff" notes Michael.

"Our business revenue has grown a multiple of 2.78 times in 4 years and we have capacity to grow", Michael Coade, Owner

Australasian Fresh supplies major supermarkets, retailers, airlines and major caterers. The business has remained busy during the COVID-19 pandemic, branching into new product lines and ready to eat meals.

"Australasian Fresh can provide Certificate of Analysis with our delivery which a lot of other businesses can't do. This quality assurance with pasteurization and chilling systems makes our food very safe to our clients and their customers" Michael said.

Trusted Adviser

Michael noted *"Sometimes it is very difficult to let people in your business and open up but having Vineet come here and ask the difficult questions has really helped me and the business. And I appreciate that."*