

15% ↓
REDUCED
COSTS

1st ↑
PROFITABLE
QUARTER*



CASE STUDY: TURNAROUND STRATEGY

Discount Retail Apparel company seeking help to achieve their first-ever profitable quarter.

AT A GLANCE

Challenges

- Nine unprofitable months
- Business owner unhappy with quality of life
- Uncertain of how to address business challenges

Impact

- Reduced costs by 15%
- 1st profitable quarter
- Achieved better operational efficiency
- Prioritized Business Strategy & Mission



Working with MindSalt expanded our perspective, brought clarity and strategy to decision making, and increased our team's camaraderie through effective goal setting and clear communication.

It has been such a positive journey

-Co-Founder

THE PROBLEM: LACK OF PROFIT

Retail apparel company experienced nine unprofitable months in its first year with a lack of understanding of how to fix. The overwhelming business challenges began affecting quality of life for the business owners.

SOLUTIONS: ECONOMIC FOCUS

Metrics and Operations

Examined sales data and operational metrics engaging employees to identify operational challenges and efficiency solutions.

Strategy Realignment

Reinvigorated business strategy around existing mission and organized and prioritized work streams.

Vendor and Customer Engagement

Conducted surveys and focus groups with vendors and customers. Adjusted operations based on feedback.

Economic Model

New terms and conditions to reduce costs by 15% and increase cash flow.

IMPACT: 1ST PROFITABLE QTR

Engaged Employees

Hourly employees became involved in decision making and solutions.

Knowledge Increase

Data analysis, market research, and expert input have all contributed to greater operational knowledge for the business.

Partnered for Success

Restructured vendor partnerships are key to overall success.

*after previous nine unprofitable months