



Case Study

bit10 ltd.

Background

Established in 1997, and based on the University of Warwick Science Park in Coventry, bit10 designs, develops, hosts and refines Internet applications for a variety of clients including The Derbyshire Building Society and The National College for School Leadership.

The company has always been profitable and has grown at a significant rate, winning the Midlands region Deloitte and Touche Technology Fast 50 award in 2001.

However, the founders of bit10, Alexander Craig and Ben King, recognised that in order to continue to grow, they had to set some long term goals and develop a plan for getting there.



Project Summary

We used our strategic planning framework in a series of management workshops to develop a 3-year strategic plan for the business.

The plan is managed on a day-to-day basis through a new management system that is action focused and encourages the staff to make their own decisions.

Benefits

The company has clearly identified a vision for the future and growth strategies allowing its founders to spend more time on planning for the future rather than managing day-to-day issues. It has already achieved its first major milestone since the review - by breaking the £1 million annual turnover barrier.

Testimonials

"There is no doubt that AHC made a real contribution to this year's success and we are confident we can meet our targets for the next few years".

Alexander Craig, Senior Director, bit10 ltd.

"It is true that we could have done this on our own, but finding the time and knowing the best way to do it was always an issue. Alex and I are not only very pleased with the result, but we found the process very valuable."

Ben King, Senior Director, bit10 ltd.

allman horrocks consulting ltd.

Oxbow Farm, Avon Dassett, Warwickshire CV47 2AQ
T: +44 (0)1295 690573 | e: info@ahc.co.uk | www.ahc.co.uk