



Forging ahead

Introduction from Damian Mckinney, CEO, Mckinney Rogers

While it is currently a matter of debate as to whether the economy is recovering it has certainly stopped getting worse, and this improved environment offers many opportunities and dangers – for instance often struggling companies are caught out by an increase in demand as their working capital quickly gets used up while fresh funding is unavailable.

There is also the danger that, having survived the recession, businesses can lose the recovery by being too tentative in their plans or, as we particularly find, fail to achieve the results through patchy implementation.

With this in mind, McKinney Rogers has just undertaken a major study of large American and British manufacturers, in conjunction with leading researchers IPSOS Mori, to see whether they are ready for the recovery given the battering many in this sector have received.

We were particularly pleased to find that there was a high level of optimism in this sector that the tough medicine taken had prepared firms well and many were in the process of undertaking or exploring new strategies to strengthen their market position. However, there was less confidence amongst manufacturers about their organization’s ability to implement effectively all the plans to seize the opportunities they expected.

Frontline insights are invaluable, and Michael Rauterkus, the European President of leading sanitary fittings manufacturer Grohe AG, and Bharat Thakrar, the Chief Executive of Africa’s leading African marketing services provider Scangroup, share their valuable experience and business approach in our regular View from the top.

McKinney Rogers is committed to working with our clients to help them win the recovery that is slowly on its way. I do hope the articles provide you with useful food for thought at this pivotal time for your business.



Manufacturers: Ready for the recovery?

Manufacturers have taken tough medicine to deal with the recession and many already are implementing ambitious plans to benefit from the recovery.

This major study done by McKinney Rogers and leading researchers IPSOS Mori also finds that many manufacturers are well placed – however, others have confused “surviving the recession” with “being ready for the recovery” and will emerge in 2010 to unexpectedly find competitors leap-frogging them.

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McKinney Rogers in the media

McKinney Rogers’ partners have been in demand for commentary from the world’s business media, ranging from the Financial Times and Forbes to leading trade publications.

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View from the Top



Bharat Thakrar, Chief Executive Officer, Scangroup

Scangroup (www.scangroup.biz) is East Africa’s leading marketing services group. Its CEO Bharat Thakrar (Pictured) answers questions about his approach and business philosophy. [read full story](#)

Michael Rauterkus, President Europe, Grohe AG

Grohe (www.Grohe.com) is Europe’s largest, and the world’s leading, single-brand manufacturer and supplier of sanitary fittings. It is also a startling turnaround success. Its president Michael Rauterkus (Pictured) answers questions about his approach and business philosophy. [read full story](#)



Case study

Wirtz Beverage Group

Leading alcohol distributors teamed with McKinney Rogers to help them streamline operations, drive performance improvements and increase growth. Click here to find out how they did it.

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