

# Press Release



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## **TRIAVICA business consultants to provide business advice to Chief Executives of Ontario Manufacturing Sector**

TRIAVICA has opened offices in London, Guelph, Brampton and Markham, Ontario in response to the business growth challenges facing Chief Executives of manufacturing companies in Ontario.

The Ontario manufacturing sector is poised to bounce back from the recent recession. According to a recent report from the Royal Bank, during the recent recession “in Ontario, job losses in manufacturing drove the overall pattern in private payrolls with this industry responsible for half of the decline in total private-sector employment from the third quarter of 2008 to the fourth quarter of 2009. Within manufacturing, job losses were concentrated at large firms, where employment fell by 19.2% during this period and compared to the 10.4% decline at SMEs.”

“Many manufacturers believe that they possess great offerings; however they must transform their business if they wish to compete in this new economy”, says Andy Roy, one of the three founding partners of TRIAVICA. “Most have been stalled by the economic downturn and lack access to professional expertise from resources that understand their business challenges and can come to their aid locally. The international market demand for manufactured products has a wide choice of options. Ontario manufacturers competing on a global scale must transform their entire business if they wish to start growing again and they had better come very well prepared to plan their entry into the international market and a reviving American market.”

“Fresh perspective is invaluable to managing a business, especially after the recession” says Lac Nguyen, another founding partner. “Sometimes when you are really close to your business, it is difficult to see it for what it really is. TRIAVICA can analyze the business performance data, not just data on the financials, but data on the dynamics of the business — which areas of the company or products are performing well, which ones are not — and can assist the Chief Executive in the selection of the best strategy to succeed as well as its implementation”.

Making a successful entry into any market takes more than being familiar with the local language. Having a clear customer value proposition, a well defined value chain and knowing the competitive situation is crucial to avoid wasting time, money and being defeated again and again.

“With TRIAVICA providing strategic business counsel to Ontario Manufacturers, Chief Executives of these companies gain access to international resources. We can now provide the manufacturing sector with global strategy development services as well as providing local companies business assessment, analysis and implementation services” says Wayne W. Wood, a founding partner. “The Ontario Manufacturing Sector is certainly an attractive market, but it takes serious and solid planning and preparation to identify and win your first international bridgehead, from where you can grow and expand your business.”

Chief Executives curious about where they stand in Ontario compared to their peers can take a no obligation assessment at <http://trivica.com/free-insight-assessment/>.

For more information please contact:

Andy Roy

[andyroy@trivica.com](mailto:andyroy@trivica.com)

519.835.7692

<http://trivica.com>