

New Mindset



Rethinking your Business

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ANLYN ENGINEERING

Anlyn Engineering is a bespoke Precision Engineering Company specialising in the Pharmaceuticals, Chemical and Food Industries. The main activities range from manufacture and installation of production line machines and components, to bespoke automated plant and manufacturing applications.

The Challenge:

Anlyn is a well established engineering organisation that has achieved rapid growth over the last few years. The organisation now needs to review its current position and develop action plans to improve its capabilities to tackle its demanding market requirements.

The Solution:

New Mindset carried out an in-depth business diagnostic to help Anlyn identify its strengths and weaknesses and to agree action plans to move the company forward.

Key ingredients of this 12 month action plan included:-

- Production of a business development plan.
- Improving customer management.
- Improving workshop Facilities.
- Streamlining sales systems.
- Formalising customer support.
- Developing new organisational structure.

In addition to this project New Mindset is now working on new branding and development of new marketing materials to enable Anlyn to re-position and attract new business.



Stainless steel fabrication access platform designed and built by Anlyn Engineering Ltd.

"New Mindset are a fantastic organisation and their support has been invaluable to aid my organisations growth. I'd have no hesitation to recommend New Mindset to other organisations."

Tom Bennett (MD) Anlyn Engineering

For more information on Anlyn visit www.agjengineering.co.uk

Think you have what it takes.....
Are you ready for a New Mindset...?

...then contact our Head Office on
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