

## **Business as usual**

The rest of the world may be in economic meltdown, but Scott Needham, Managing Director of Leadtec, says that for his company, it's "business as usual".

Unlike most CEOs, who are shedding jobs and reigning in the spending, Scott views the current economic climate as a business opportunity, thanks to the strong foundations he has built over the past eight years.

"Currently, Leadtec is in an excellent position to weather the economic storm," says Scott. "Our financial position is strong and we expect to grow both our customer base and suite of services in 2009."

"In terms of opportunities, there is the potential to acquire businesses from baby boomers who are moving towards retirement and may find the prospect of trading through a recession daunting."

"We also believe that this could be the perfect time to enter the Chinese market with the heat now coming off their economy."

### **Strong and steadfast in uncertain times**

Servicing major clients in the grocery, retail, automotive and health-care sectors, including Coles, Johnson & Johnson and Toyota, Leadtec develops supply chain technology that ensures clients achieve efficient and cost-effective supply chain operations that also meet national industry standards.

One of the reasons the company is continuing to thrive in the current economic climate is because many businesses are investing in supply chain efficiencies to improve their bottom line.

"With customers now having less to spend, there has been a shift from business expansion to investment in supply chain efficiencies," says Scott.

Leadtec is also benefiting from those clients who continue to do well in a downturn, such as large supermarket chains.

"Core/grocery services are particularly resilient in a downturn so companies in this area are continuing to do well. They may not be opening new stores, but instead they are focusing on supply chain efficiencies, making our services more important than ever."

So what advice might Scott have for companies that are finding things a bit tough at present?

"No one would question that the world economy has a challenging 3-5 years ahead of it. We've seen the once unthinkable intervention in financial systems by world governments, and there is no doubt that the economic models that have served us well over the past 100 years will be up for review."

"But along with these challenges will come a once-in-a-lifetime opportunity for investment in great companies and new technology, allowing companies to prosper once the new order is established."

“Warren Buffet’s advice to “be fearful when others are greedy and greedy when others are fearful” has been a hard lesson for many..... the challenge now is to be strong and steadfast in uncertain times.”

#### **About Scott Needham – Managing Director, Leadtec**

Scott Needham is Managing Director, Leadtec. Since taking over the reins of the business from his father in 2001, he has completed four major acquisitions and become a Telstra partner through an outsourcing agreement to manage the telecommunication giant’s EDI networking services. Over the past five years, Scott has grown the business by around 200 per cent. The company currently has an annual turnover of \$7.0 million.

“I’m passionate about my business and the potential it has,” Scott says. “I love learning and closely follow the global economy, emerging markets and the opportunities these present.”

Scott’s next goal is China – a market ripe for the specialised e-commerce solutions his company develops for the supply chain industry. He is particularly interested in growing his business in the health industry, and in the future plans to launch a business in the health industry.

#### **About Leadtec – Leaders in business to business solutions**

Leadtec is a leading business to business solutions provider. Specialising in EDI messaging, catalogue synchronisation and scan packing/logistics, we offer simple solutions for vendors to connect to, and meet, the EDI messaging and scanpacking requirements of partners.

More than 1,000 businesses trust Leadtec to manage their e-commerce needs and boost efficiencies within the supply chain. By using proven methodologies to capture new trading relationships, we keep you ahead of your competitors and responsive to new market entrants.

Leadtec partners with industry specialists to offer premium products and services, resulting in reliable and certified solutions. We are the only Australian company to offer a full supply chain services suite.