



Share



Family Business
Australia

Strategy v tactics

How to leverage your competitive advantage

Family businesses have always prospered by daring to be different – pursuing unconventional strategies and often thinking counter-intuitively.

Family business guru, Prof John Ward's research has revealed that successful family businesses *“...were peculiar, non-conforming, rule breaking firms that marched to a different drum, driven more by a desire to make their mission relevant to their customers rather than by the practices of their competitors.”*

Being values-driven, thinking long-term and needing to achieve family and business goals concurrently, family businesses sometimes take approaches that are not popular with current management wisdom or fashion - and this is often the key to their competitive advantage.

But you need both strategy and tactics to make the most of your opportunities and drive your business.

One of SA's highly regarded young entrepreneurs, **Richard Gunner** of Richard Gunner Fine Meats, will discuss with **Lowen Partridge** of Peartree Marketing:

- the difference between strategy and tactics, and how they apply to Richard's family business;
- how they effectively co-exist;
- which stakeholders will typically have input into each; and
- how the ship maintains an even keel.

Richard has overseen the growth of *Feast! Fine Foods* and their signature brands *Coorong Angus Beef* and more recently *Pure Suffolk Lamb*.

Event details

Time

6:00 pm

Date

Tuesday 21 October 2014

Location

KPMG
Level 7, 151 Pirie Street, Adelaide

Price incl. GST

First FBA Member \$47
FBA Additional family member \$37
Non-members \$90

Register today at



at fambiz.org.au or complete the registration form, scan and return to fbasa@fambiz.org.au



National sponsor



cutting through complexity

State sponsors

FINLAYSON'S

Australian Lawyers



Trust the Local



McLAREN VALE



Strategy v Tactics Registration Form

register online via  at www.fambiz.org.au

OR fax this form to 8291 7999

OR Post to FBA-SA, 5 Haueteville Tce, Eastwood 5063

OR scan to fbasa@fambiz.org.au

Contact name			
Business name			
Business address			
	Suburb	State	Postcode
Email address			
Phone number			

First FBA Member	@ \$47.00 per person (including GST)	\$	
Additional FBA family member	@ \$37.00 per person (including GST)	\$	
Non-Members	@ \$90.00 per person (including GST)	\$	
Total payable		\$	

First name	Surname	Email address

(upon payment of the appropriate amount, this is your TAX INVOICE) ABN 61083076000

Payment by (please tick) ☐ Credit card ☐ Direct deposit

Bank account details: Family Business Australia BSB 083091 Account 477367651 Reference **SA1408**

Card type ☐ MasterCard ☐ Visa ☐ AMEX (3% surcharge)

Card no.

Name on card

Expiry date CVV number

Cardholder's signature

The information collected will be used for administrative & marketing purposes. You may access your information by writing to us. Confirmation including venue information and times will be sent via email. FBA reserves the right to alter the program or presenters without further notice. Cancellation policy: More than 14 days prior to course, full refunds or transfers permitted. From 3 to 14 days prior, no refunds but replacement delegates are permitted. Less than 3 days no refunds or replacement delegates are permitted. All cancellations must be in writing. ABN 61 083 076 000.

If you do not wish to receive direct mail from FBA in relation to events, courses, conferences please email us at info@fambiz.org.au and we will remove you from future mail outs.



fbasa@fambiz.org.au | 08 8291 7922

Where families in business connect, share & grow