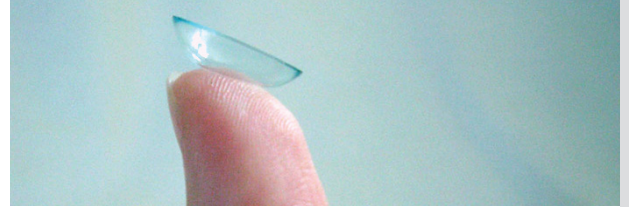




benchmarkindex

The world's most powerful business benchmarking system

## CASE STUDY : Vista Optics



# Optical specialists get a clearer perspective

"The Benchmark Index gives a much clearer perspective on the way your business is functioning," says David Walker, Managing Director and Owner of Vista Optics. "Provided that you put the information to use, it is an excellent starting point for changing and improving your business."

David formed his company to provide the raw materials for use in contact lenses. Vista Optics employs eighteen people and sells to 350 laboratories around the world. Ninety five percent of sales are for export, destined for use in 56 countries as far afield as Brazil, Columbia and Chile.

David had always presumed benchmarking was only relevant for bigger companies, however, his business adviser suggested the Benchmark Index was different in being relevant for businesses of all sizes and much more easily affordable. Now Vista Optics uses the Benchmark Index every year.

"Putting the information together takes two hours of my time and two or three hours from other staff. It's very simple, really." The results of Vista's first Benchmark provided valuable insights into the Company's performance.

One of the first discoveries was the fact that debtors were slow to pay. Having addressed the issue, the situation has now improved and credit control is no longer a problem. Benchmarking also revealed the company made above average investments in research and development but expenditure on marketing was low. Nevertheless, profit and turnover per employee is high.

*Benchmark Index has improved our stock turn, reduced our debtor days and strengthened our bottom line. You can't ask for more than that.*

The report showed, however, that despite giving four times as much staff training as the norm, staff turnover is higher than average. Management attention is now focused on addressing this situation. Similar effort is being put into poor supplier relationships and reducing the number of suppliers. "Now we can see the situation," says Walker, "we can concentrate on setting it right."

"Most businesses do not measure at all," David says, "which means they are managing blind. The Benchmark Index is a good way of analysing performance data and comparing it with other businesses.. Benchmark Index has improved our stock turn, reduced our debtor days and strengthened our bottom line. You can't ask for more than that."

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