

IMPLEMENTATION OF NEW BUSINESS OPERATING SYSTEM IMPROVES TOP AND BOTTOM LINES

ABOUT FLORIKAN, ESA LLC. Eric Rosenthal is the CEO of Florikan ESA, a Sarasota, Florida based manufacturer and distributor of control release fertilizers. The family owned business employs 66 workers in two branches. Its key products are Nutricote, a high-end fertilizer specifically for the ornamental market, and Gal-Xe, which is sold into broader markets including turf, agriculture, and ornamentals.

THE CHALLENGE. The company's challenge was strategic direction. Leadership had some opinions on the topic and wanted assistance clarifying and solidifying it. CEO Eric Rosenthal worked with GrowFL to implement the firm's first strategic planning endeavor.

MEP CENTER'S ROLE. As part of GrowFL's work to support manufacturers through FloridaMakes, part of the MEP National Network™, Rosenthal participated in GrowFL's CEO Roundtable and worked with the moderator to complete a comprehensive strategic plan. GrowFL introduced him to the business operating system described in the book Traction, which he implemented in its entirety with GrowFL's guidance and counsel. Creating goals and accountability has improved both top and bottom lines.

"The experience has been phenomenal. I credit a lot of it to the moderator, who has been excellent to work with. She cares individually about each person and is always sending valuable info and tools to work on. I've gained a tremendous amount of individual growth and tactical tools to make improvements in my business."

-Eric Rosenthal, CEO

RESULTS



16 jobs created or retained



\$300,000 in
increased/retained sales



Cost savings of \$250,000

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