

Edmo Asia Pacific

“You learn something new every day. Business capacity is growing because knowledge is growing. Where the staff are today compared to when they started, it’s massive.” John De Meo



The Business

Edmo Asia Pacific is a wholesale distributor in the aviation market in Australia and the Pacific Rim specializing in avionics and pilot supplies. The company is a joint venture with a range of Australian investors and a major US based distributor. Edmo's shareholders are represented by two directors on the Board.

The Challenge

Starting up a new company from scratch in a market dominated by one major multinational company. September 11 was a major set-back in the first year. Staff had experience with aviation products and markets but sought advice on business strategy, an effective human resources structure or the mechanics to grow and sustain a business over time.

The Solution

From the beginning Martin was on board to help negotiate the formation of EDMO Asia Pacific with its US 'parent'. Back in Australia, Martin worked with John and Rebecca to identify areas the business was weak in and implement basic business principles to lay the foundations for Edmo's growth. These areas included keeping the business structure flat to maximize the right staff in the right roles, particularly sales and building relationships with distributors. With Verve, John and Rebecca identified their winning products that make profit, developed marketing strategies and keeping the brand in the market and keeping abreast of competitors' pricing. Martin works as a mentor and meets regularly with the staff to review sales, probe into areas of concern by questioning and relaying experience gained from other industries.

The Impact

Edmo are now seen as specialists in aviation industry in the Australia Pacific region. In seven years the company has grown from one staff, no product or suppliers to a team of eight delivering \$3m turnover and returning dividends to shareholders. The team is close, energized and active in the business. Edmo are confident of making good business decisions with Verve's guidance, are now confident the future is where ever they want to take it.

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