

Business Innovation and Commercialisation from Creagh Concrete

IPHA CONFERENCE – MAY 2017

SEAMUS MCKEAGUE

Seamus McKeague

Managing Director



UK WIDE

IRELAND

Toomebridge - Ardboe - Dunloy

SCOTLAND

Newbridge, Edinburgh

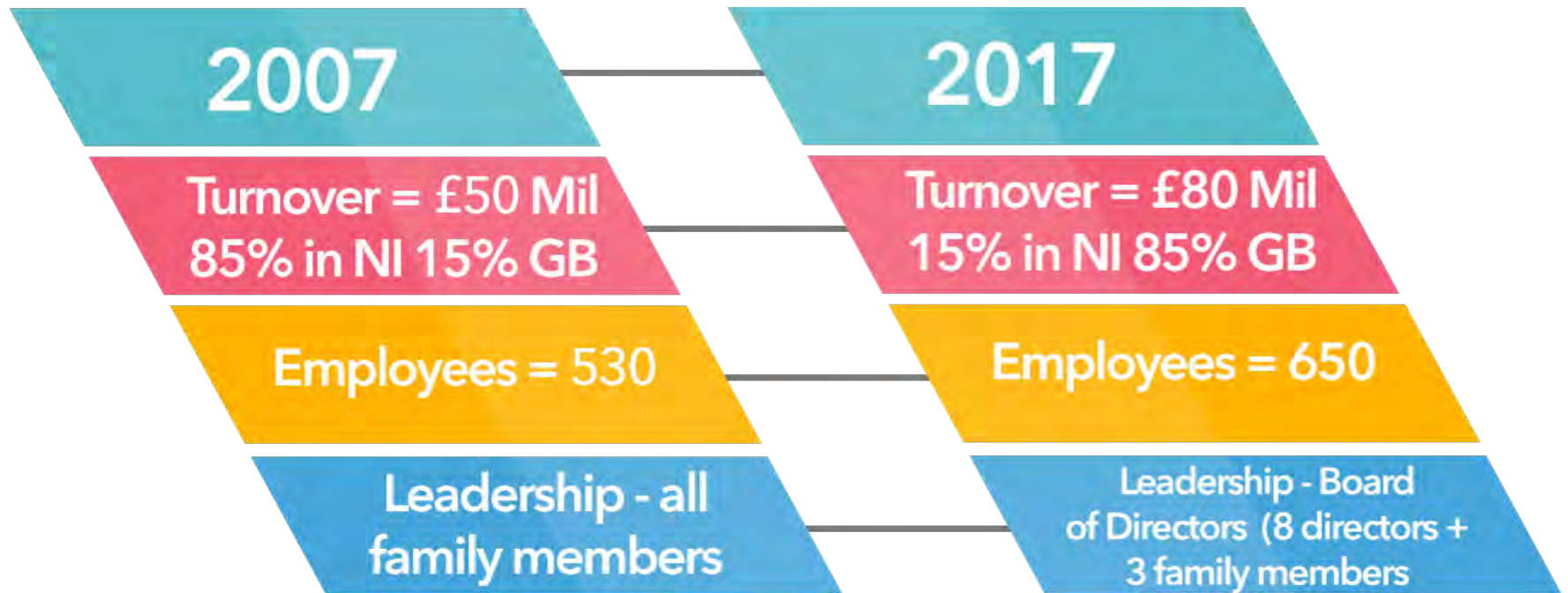
ENGLAND

Hoveringham

OPERATING IN THESE MARKETS

- RESIDENTIAL
- COMMERCIAL
- AGRICULTURAL
- EDUCATIONAL
- CUSTODIAL

Creagh: From then to now



How Do I Influence the Business ?

- Clear Strategy and Vision
- Clear Sales & Profit Targets
- Clear Divisional Structure
- Clear Health & Safety Standards
- Know the market
- Controlled Costs
- Productivity & Investment
- No Blame Culture
- Remain close to the key issues in the business

How Have We Evolved at Creagh ?



- Very high fixed cost of £5million per annum
- Critical mass at high margins required for our survival
- Market was very crowded
- Creagh needed to find it's own 'blue ocean'
- Good Leadership at all levels across the business

How Have We Evolved at Creagh ?



Now have

- clear strategy to grow the business
- New products – Spantherm, Rapidres
- New services – complete solutions to facilitate the management style contractor
- Ability to design, manufacture, install
- New markets in GB
- Moved from manufacturer to contractor

What does it take to be successful in business ?

- Good Corporate governance
- Ability to accept and drive change in the business
- Open & honest discussions
- Clear Vision
- Courage
- Leadership
- Great Teams
- Resilience
- Accept set backs
- Ability to take measured risks
- Transparency
- Positive Culture

CREAGH VALUES



- **C**ustomer Focused
- **R**espectful
- **E**xperts
- **A**ccountability
- **G**enuine
- **H**elp Each Other

CREAGH Budget Forecast 2017/18

TURNOVER

£90M

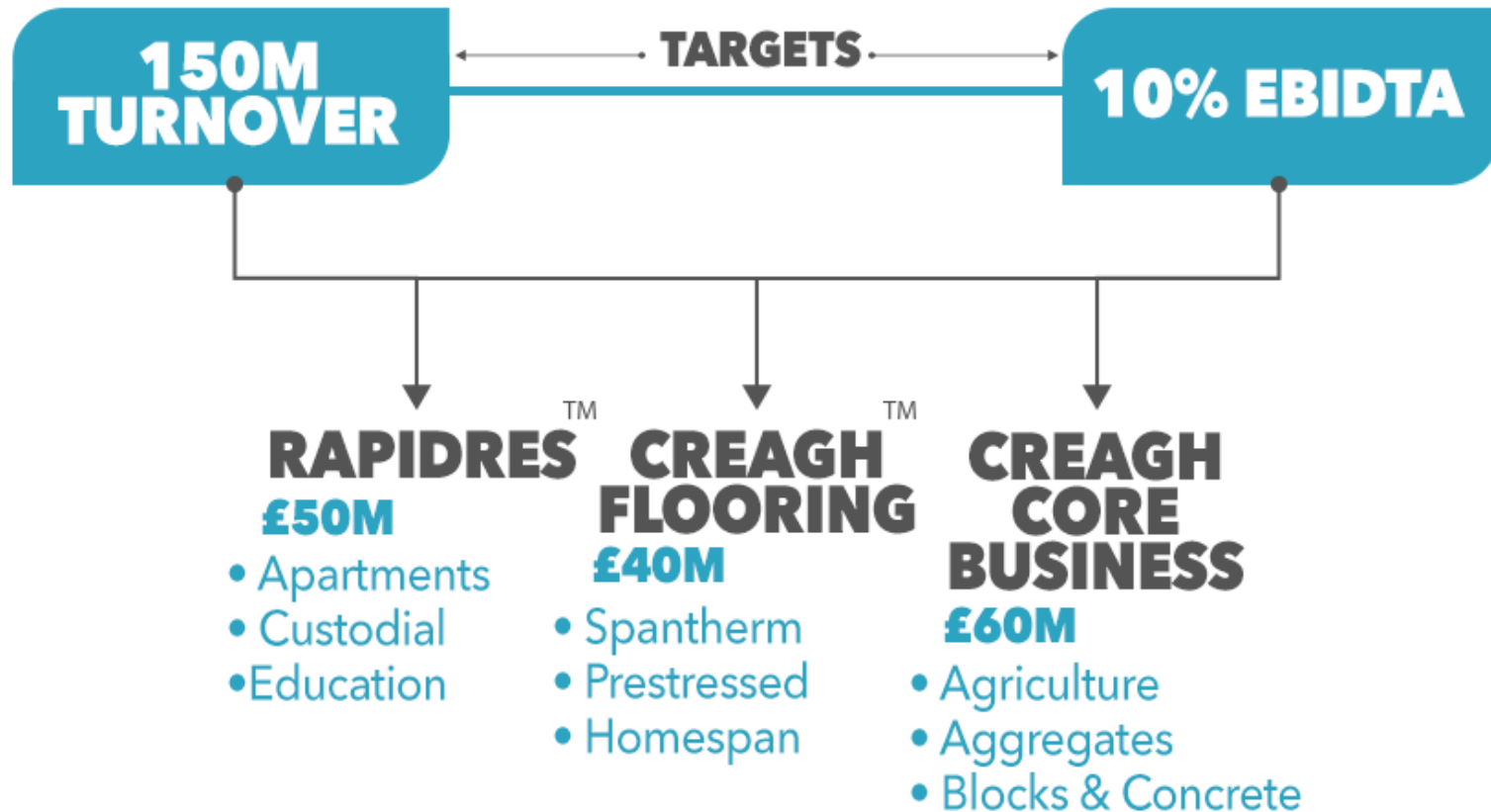
**GROSS
PROFIT**

£30M

**NET
PROFIT**

£5.5M

CREAGH Long Term Vision 2020



CREAGH Long Term Vision 2020

- House Building Division
- EPS Production Facilities



Investing in Our Employees

Taking ownership of becoming a better company and developing a skill base to improve our company

- Young workforce – average age 35 years old
- Target 5% of our employees to be apprentice or graduates by 2020
- BIM

Investing in Our Employees

Creagh Academy



BUSINESS INNOVATION & COMMERCIALISATION



What does Brexit mean for Creagh?



- Regardless of Brexit – improve and be a better company
- Good relationships with IPHA and BIBM and European Companies
- International Outlook
- Strong partnerships and friendships with businesses, colleagues and associates Within Ireland, UK and Europe

What's the biggest risk for manufacturing companies?

Ageing workforce, poor succession planning and lack of leadership pose a greater threat to UK manufacturing than the looming BREXIT.

MICROGAMING – ISLE OF MAN



STONEYWOOD - ABERDEEN



THE MOOR - SHEFFIELD





NE
TUTE

ospital NHS
ddesley NHS
Star Walk

↑
→

ance

WINDSOR WALK - LONDON

FETAL MEDICINE RESEARCH INSTITUTE LONDON



MANCHESTER METROPOLITAN UNIVERSITY



LORDS CRICKET GROUND



WEST YORKSHIRE POLICE HQ



HESSLE HIGH SCHOOL



NEW BAILEY – SALFORD CAR PARK

