



COLITE
INTERNATIONAL LTD.



"Times may be tough, but there's still business out there. To make the most of these opportunities, you have to say goodbye to old ways of doing things and adopt forward-looking strategies. In this respect, learning to think globally has definitely helped our company."

— Peter Brown
CEO
Colite International Ltd.

COLITE INTERNATIONAL

GLOBAL EXPANSION STRATEGY REVITALIZES COLUMBIA SIGN COMPANY

QUICK FACTS

COMPANY

NAME: Colite International Ltd.

HEADQUARTERS: 5 Technology Circle, Columbia, SC

INTERNATIONAL OFFICES: London; San Jose, Costa Rica; Panama City; Shanghai; Merida, Venezuela

INDUSTRY: Manufacturing

PRODUCTS AND SERVICES: Sign manufacturing, installation, and maintenance solutions

REVENUE: US\$30 million

EMPLOYEES: 125

WEB SITE: www.colite.com

CHALLENGES AND OPPORTUNITIES

- Rethink corporate strategy following unsuccessful attempts to kick-start sales
- Reestablish company brand and expand operations against the background of an economic downturn
- Explore global business opportunities despite limited knowledge of international markets

OBJECTIVES

- Adapt to new economic conditions while remaining focused on core products and services
- Establish international contacts and affiliates as basis for a new business strategy
- Expand strategy initiated during the recession of the 90s to mitigate risk and weather the current economic crisis

PROJECT HIGHLIGHTS

- Participated in trade missions, gaining numerous new contacts and clients
- Strategically placed advertising in international media, positioning Colite as a global player
- Leveraged research by global trade organizations in SC to gain necessary insight into international markets and mitigate associated risks

BENEFITS

- Increased revenues by more than 300% since 2002
- Expanded customer base far beyond traditional, existing local market
- Ensured continued success by investing in new facilities geared to meeting global

Colite built its reputation on doing one thing and doing it well. But during the downturn of the 90s, the local retail sign market was not enough to keep the business afloat. With the help of expert consultants, Colite identified the challenges of global expansion, determined a solution – and reaped maximum business benefits.