

Micronique Post-merger restructuring

A merger between two companies requires the whole organisation to be redesigned. Micronique did it with a consultant assistance within the scope of a regional collective action.



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of sales turnover as well as a sales per customer ratio increase. Micronique's CEO says: "Fortunately, further to Partners Electronics' contribution, we had significant cash flow. The collective action allowed me to better understand the problem I faced, and start again on a sound basis". Micronique has recently presented its two-year strategy plan geared around four actions: quality improvement, enhanced productivity investment, initiation of a corporate social responsibility action and starting an external growth action or partnership. This plan should receive support from the region via the PM'up French program.

OUR CLIENT

Corporate name
Micronique

Activity
electronics subcontractor; manufacturing of printed circuit boards and integration of electronic assemblies

2012 turnover
4.5 million euros

Workforce
30 employees

In December 2011, Jean-Pierre Lebœuf, CEO of Partners Electronics, an electronics subcontractor, purchased the Micronique company which was in financial difficulties. Jean-Pierre Lebœuf explains: "The merger of both companies under the name Micronique required us to quickly take steps with a view to restructuring. Therefore, I decided to join the "High-performance Sustainable Production" regional collective action in order to implement this restructuring." This action is steered by Cetim and allows companies to improve their industrial production performance (costs, lead times, flexibility, etc.) while

complying with environmental and statutory requirements.

Increase the sales per customer ratio

The first phase consisted of a two-day diagnosis period. The Cetim consultant met the team managers in order to understand the processes, know the employees' expectations and identify how they imagine the future. This work led to discussions concerning the company's orientation. Then Jean-Pierre Lebœuf and his team worked on the client portfolio and decided to stop business relations with the least profitable customers. This resulted in a reduction

Cetim's asset

The "High-performance



Sustainable Production" collective action is carried out in cooperation

with institutional bodies. It is funded by the French Government and the European Community.