

# Asiana.

## Double-digit growth year on year.

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“**Business Evolution** quickly helped me to **identify areas of weakness** and discuss these in detail. The approach made me **think a little deeper** and more **‘out of the box’**. At times this was **challenging**, this was **exactly what we needed**, I do not think any of the recent changes would have been possible without Business Evolution’s support. I would **recommend them** to any company wanting to make changes.”

*Sandy Lathia  
Business Development Director  
Asiana Ltd*

Asiana is a family-run business specialising in Oriental food importation and distribution. The firm imports foodstuffs from the Far East and distributes nationally to Oriental restaurants, takeaways and supermarkets. In spite of the difficult economic climate Asiana has continued to enjoy double-digit growth in turnover year on year.

The company has its head office in Nottingham and other branches in Nottingham, Leicester and Peterborough. It was named Ethnic Business of the New Year in 2005 and won the UKTI International Business Communication Award for 2008-2009.

### High Growth

Asiana joined emda’s High Growth Programme in 2006 and by 2009 needed a business consultant who could help take the company to the next level.

Sarah Coleman, Director of the Business Evolution, was invited to support Asiana’s ambitions and spent a year helping the business to put in place new, effective systems and procedures which would support the firm’s continued growth.

Sarah led the development of a new staff appraisal system, introduced new ideas on senior management development and identified areas of weakness which might hold the business back in the future.

Business Evolution facilitated the Senior Management Team through a Strategic Review, developing action plans for the next business period and focused on the key areas of strategy development and implementation, senior management development, and staff development by way of a new appraisal system.

### Fastest-growing

Asiana continues to grow and has been named as one of the fastest-growing businesses in the Midlands. The firm supplies 1,500 Oriental restaurants and takeaways and plans to open more depots throughout the UK.

The company is also developing its successful own brand products which include Asian Gold fortune cookies as well as Asian Gold and Siam Gold beer.



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