

Feral Brewing

Feral Brewery in the Swan Valley pairs age-old traditions with newfangled flavours to craft legacy beers. It ships kegs, bottles and cans around Australia, and also includes a retail and merchandising arm.

Beverage
Manufacturer
& Distributor

MYOB
Desktop



THE CHALLENGE

In 2014 when Anthony Bedford started with Feral Brewing as the CFO, the then 12-year-old company was running with 40 to 45 percent of its invoices outstanding in any given month. "With a large customer base, some with relatively small dollar amounts per invoice, an IT solution was the most cost effective option," explains Anthony.



SOLUTION

- ◀ **System-generated reminders** save the business' internal resources. "The reminders automatically go out and that requires less manpower from within the business" explains Anthony.
- ◀ **Comprehensive mapping and tracking** of all accounts receivable activities.
- ◀ **Personalising the in-built communication plan** means Feral Brewing communicates with customers in its customary and distinct tone and language.



RESULTS

- ◀ Within a few months Feral Brewing halved its overdue accounts.
- ◀ Consistent follow-up of overdue customers means a key performance indicator of overdue accounts at 20 percent is not just achievable, but often exceedable.
- ◀ Operating capital has improved significantly, and cash flows are now at a more stable level.
- ◀ Cash flow forecasting is now done with more confidence.

"The reminders automatically go out and that now requires less manpower from within the business."

- Anthony Bedford, Feral Brewing

