

JUMP SHIFT!

(A book written by Michael Sherlock)
(Michael Sherlock撰写的一本书)

Jumpshift! outlines the successful business strategies employed to drive the growth journey of Australasian franchising icon Brumby's Bakery in the period of its greatest transformation from 2002 until its purchase by ASX-listed Retail Food Group in 2007. In that period, Managing Director Michael Sherlock and his team applied an 8 step process that transformed the business into the second largest bakery franchise system in Australasia. Brumby's sold for 17 times last reported earnings with over 320 bakeries and its share price rising from 56c to \$3.40.

Brumby's Bakery, 作为澳大拉西亚特许经营的标志, 从2002年起直到2007年被澳大利亚证券交易所上市的 Retail Food Group 收购, 实现了最伟大的变革。Jumpshift! 概述了为推动这一发展历程而采用的一些成功业务策略。在此期间, 董事总经理 Michael Sherlock 及其团队应用了一个分为8个步骤的程序; 正是这个程序, 让该企业成为澳大拉西亚第二大面包特许经营系统。Brumby 的销售额是最近报告盈利的17倍, 拥有超过320家面包店, 其股价由56分上涨到\$3.40。

