



Setting the Stage for Exponential Growth

BACKGROUND

Doctor Aromas (www.doctoraromas.com) is a seven year old company built on the ingenuity and hard work of its co-owners, Rolando Epstein and Marcelo Zelicovich. Doctor Aromas uses the finest natural plant essences and pure essential oils in the manufacturing of its fragrances. To distribute the fragrances, the company manufactures a battery-powered device that automatically sprays the fragrance at set intervals through the central air conditioning system of a home or business. The company is profitable and has grown each year since the initiation of operations. However, Rolando and Marcelo saw more potential.

THE CHALLENGE: **Setting the Foundation for Scalable Growth**

Just over \$300,000 in annual sales, things at Doctor Aromas were "busting at the seams". With the growth came more employees and a resulting lack of organizational controls and procedures. Rolando approached Pigs on the Roof for an extensive review of existing operations. The company wanted to put all the pieces in place in order to scale to the anticipated demand for its products.

The operational review focused on the following areas:

- ✦ Human resources procedures and policies
- ✦ Internal processes, such as: manufacturing, inventory, shipping and service
- ✦ Marketing and business development activities

THE SOLUTION: **An Operational Blueprint**

During the course of six months, Pigs on the Roof consulted with Doctor Aromas on business planning, revision of processes and solving human resources issues. The company's potential was clearly evident, as were the issues keeping the company from fully exploiting its potential. Via the engagement, Pigs on the Roof was able to deliver the following:

- ✦ Revision of and documentation of critical business processes
- ✦ Creation of an employee manual with standardized human resources policies and benefits plan
- ✦ Organizational chart with resulting clear lines of reporting
- ✦ Review of the online store and recommendations for its overhaul

