

Your Weekly Business Bulletin from Thanet & East Kent Chamber

Thanet & East Kent Insider

9th October 2009

1. Making Money

This Chamber is committed to campaigning on behalf of our members to lower their costs and increase their income. Two weeks ago, we focused on a cost reduction business breakfast and reported on the forecast 5% average reduction in business rates for East Kent companies with effect from 1 April 2010. This week we look at increasing income through adding value. That was the central theme of the first Chamber Consultancy Forum held at the Thanet & East Kent Chamber on Friday 9th October 2009. If your experience of consultants has been of someone who borrows your watch to tell you the time and then charges for it, you might like to think again. Nine out of ten businesses in East Kent have fewer than twenty-five workers. Outsourcing some of the areas in which you are not expert can have a dramatic effect on your bottom line. Expert consultants can bring a sharp focus to your business, providing a long term solution to your everyday problems and structural deficiencies at a reasonable price well within your budget. If your company is perfect in every respect, skip items 1 – 7 below. If any of the companies listed addresses your concerns, give the person a call for a friendly discussion without obligation on either side.

2. Reduce Waste, Increase Profits

Peter Walton has a background in the RAF where his alternative approach might explain why he spent so much time sailing. But, his results-based training experience paid rich dividends when he refined his skills in Lean Management, working with multi-national companies to reduce waste, improve quality and increase profits. A Six Sigma black belt, he is able to apply best practice in manufacturing to a wide range of commercial processes. Lean2Green works with companies to ensure that they benefit to the maximum from reducing wasteful procedures and practices. One of Peter's recent projects resulted in a 34% increase in production; many firms would be more than happy with that. Lean2Green is a member of the Thanet & East Kent Chamber and can be contacted by email to peter.walton@lean2green.co.uk or by telephone to 07904 261042.

3. Power In Your Hands

Empowered Business is a limited company that specialises in acquiring and retaining customers. As Director Martin White puts it, "Without customers there is no Business". He does have a point and he should know after managing departments at Oracle and Unilever. He probably knows more about Dove, Sure and Flora than anyone in Kent. Smaller companies can benefit from the advanced techniques of world-class companies by outsourcing the structure of their business planning and marketing to Martin. He emphasizes effective customer marketing to drive business growth and deliver real competitive advantage in the marketplace. Empowered Business is a member of the Thanet & East Kent Chamber and can be contacted by email to martin@empoweredbusiness.co.uk or by telephone to 07768 267515.

4. Grow Now and Grow Quickly

Rapid Results Marketing lives up to its name by helping clients to boost their sales in the shortest possible time. Director Dean Garland learned his trade as an estate agent and is fully aware of how to present your products to achieve maximum sales. There is more to marketing than an advert in the Yellow Pages and the occasional leaflet distribution. Dean will show you how to restructure your whole approach to generate new sales leads and how to convert the enquiries into sustainable sources of income. Rapid Results Marketing is about to join the Thanet & East Kent Chamber (Dean had better after reading this) and can be contacted by email to info@deangarland.co.uk or by telephone to 0844 4480 070.

5. Improve in Every Aspect

John Harrington of Harrington Associates has a background as an engineer looking after a nuclear reactor. He does not panic and he knows how to reenergize your business. He can tell you how he reduced an inventory write off from £60,000 to £2,000. John is comfortable with export companies, whether it is finding new manufacturers in China or renegotiating contracts with suppliers. John can claim a client retention rate of a remarkable 90%, proving that success breeds success and if something works you should do more of it. If you want to know how one company grew from a turnover of £200,000 to £41,000,000, contact John by email to harringtoniib@aol.com or by telephone to 07810 713 023. Harrington Associates is a member of the Thanet & East Kent Chamber

6. Get The Money In

Engee Accountancy & Credit Management has often featured in these pages with advice on how to improve cash flow. One of Director Norman Gray's famous sayings is, "If you make a sale of £20,000, all you have done is create a debt. It is the credit controller who ensures you get paid." A keen supporter of upgrading the status of credit controllers, Norman is happy for companies to seek his assistance with all aspects of debt recovery and debt prevention. Engee Accountancy and Credit Management is a member of the Thanet & East Kent Chamber and can be contacted by email to norman@engee.wanadoo.co.uk or by telephone to 01843 599179.

7. Robin Can Do

Robin Evans of Boys & Maughan combines a can-do approach to small and medium companies with a limited marketing budget. He uses his experience of promoting famous brands such as Audi, VW, Seat and Honda to boost the sales of local companies. Robin is also able to call on a wide range of legal support and expertise if required. To the traditional marketing mix of Price, Place, Product and Promotion, Robin adds People which for him lie at the heart of any business and any successful marketing initiative. Boys & Maughan is a member of the Thanet & East Kent Chamber and Robin can be contacted by email to re@boysandmaughan.co.uk or by telephone to 01843 234000.

8. Kent 2020 Vision

To launch the 2020 '10 Vision, Business Link and Kent County Council's Backing Kent Business are hosting a networking event at Maidstone Studios on 10 November 2009 from 0730 – 1030 hrs. The main speaker will be Digby Jones, the current Chairman of Triumph Motorcycles and previously a Minister of State for Trade and a Director of the CBI. Lord Jones has been awarded many honorary titles and is much respected for his work with some leading British Charities. Less well known is his support for Aston Villa FC and Leicester Tigers Rugby Club. He brings those sporting energies to his public performances. Delegates will be pleased to be sustained by a buffet breakfast during the session. For further details and to discover how to book your place at a price of just £12.50, telephone 01732 878016 or see the website at www.kent2020.co.uk.

9. Stunning Pictures

The Chamber Golf Tournament featured extensively in the previous edition of the Thanet & East Kent Insider and can now be appreciated again by the seventy-six golfers who took part and those who did not, but wished they had. Look at the images taken on the day by the professional photographer and artist, Rosie Anton. With a background in fine art, Rosie has drawn on her extensive knowledge of form and composition to produce some stunning pictures. Advanced post production techniques have given the images taken in low light conditions a rare vivacity. You can also see a yeti and a horse. Intrigued? Satisfy your curiosity by looking at the website at www.photoboxgallery.com/ddcc. You can even have your favourite image printed on a mug, t-shirt, calendar or poster. For a copy of the winners and sponsors, email admin@tekc.co.uk with the subject line "Golf Day Roll of Honour 2009".

10. Doctor, Doctor

One member working in the NHS has told the Chamber this story of a visitor to a doctor's surgery. Let's call him Jim. Jim had been worried about his health working long hours with just the occasional physical exercise on a round of golf. The GP pronounced Jim to be in fine condition for his age and told him to go away. Jim insisted that he should be examined further and explained how much tax he had paid. With a queue of Swine flu cases awaiting him, the GP dismissed Jim's concerns and told him to return in three months. Then relenting after seeing Jim's crestfallen face, the doctor finally said, 'Look what is the real problem. I can see you are worried.' 'Well doctor. The thing is I want to live forever. Can you give me a pill or something or an injection?' Knowing the queue outside his surgery was growing by the minute, the Doctor said, 'Well do you smoke?' 'Just a few cigarettes in the morning'. 'It will have to stop', intoned the medic. 'And do you drink?' 'Just a few pints and the occasional whisky', said Jim. 'That must end now', continued the doctor. 'Finally, do you have a girlfriend and ...' 'I know what you mean and yes I do have a girlfriend and she ...'. 'Yes, yes, yes', said the doctor. 'Well it must stop.' Jim added mournfully, 'No ciggies, no drinking and no girlfriend. Will it mean I will live forever, doctor?' 'No of course not' said the GP, 'But it will feel like it.'

11. Our Sponsors

The Thanet & East Kent Insider is grateful for the support and sponsorship provided by Girlings, Express By Holiday Inn and Adecco. Girlings Solicitors has been managing the managing the legal affairs of commercial and private clients for over a century. Twenty-six partners and one hundred and twenty members of staff ensure a comprehensive range of services from the local offices in Ashford, Canterbury, Folkestone, Herne Bay and Margate. Offices in France and Spain complement specialist departments for charities, individuals and companies. For details, telephone 01843 220274. Express By Holiday took on the daunting task of restoring the former Prospect Inn at Minster. The result is a spectacular hotel that combines the best of Oliver

Hill's 1930s design with ultra modern facilities and technological support. Conveniently located for business guests and holiday makers in East Kent, the meeting rooms and 105 bedrooms are available at competitive prices throughout the year. For details, telephone 01843 820250. Adecco is the world's largest HR solutions company offering a comprehensive service of temporary and contract staffing, permanent recruitment, outsourcing, outplacement, career services, training and consulting. Officially designated as a 2009 British Superbrand, Adecco is represented in Thanet and Dover by its Broadstairs office, tel: 01843 609292.



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It's happening now, it's happening in Thanet & East Kent.
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