

Case Study

CATERQUIP

case study



CATERQUIP UK LTD

name: Dominic Ricciardi

company: Caterquip

location: Peterborough

coach: Alan Brighton

Before I met my local ActionCOACH Business Coach, my business was profitable, but it was totally dependant upon my involvement. That meant long hours and not much time with my family. It became increasingly clear that the way I ran my business was chaotic and unsustainable - I needed to change.

The change happened when I met ActionCOACH, and I realised that this was somebody who could make a huge difference to both my business and personal life.

My ActionCOACH took me right back to business fundamentals and initially helped me to put a structure in place for sales, marketing and finance. I now know all the key numbers for my business and I can monitor performance on a daily basis, this way I know immediately when we meet or beat our targets. This has led to a real spirit of teamwork and achievement; our team are excited by our progress and by the prospect of what we are creating.

By testing and measuring our marketing strategies we now focus on internet marketing which accounts for 90% of our sales and we currently have as many leads as we can handle. We are now concentrating on our workshop and distribution methods so our sales are not constrained by our capacity.

"I have my dream car, I've finished building my dream house and I've got time for myself and my hobbies again."

Turnover has increased consistently over the last two years and margins have improved as we have increased prices and focused on selling higher value items with better margins.

My life has changed dramatically; I am much happier and see more of my family and friends. I am sure I would have gone bust if ActionCOACH had not come along, and I am slowly becoming quite proud of where we are heading.

turnover: up 241% to £1.4m

net profit: up 217%

90% of sales from internet marketing

To find out what
ActionCOACH can do for
your business contact us
on

FREEPHONE
0800 090 1629

Suite GA 1, Oak House
Woodlands Business Park
Linford Wood West
Milton Keynes, MK14 6EY

neilsinclair@actioncoach.com
actioncoach.com/neilsinclair

**THE COACH
PERSPECTIVE**

client: Caterquip

time with client: 2 years, 6 months

When I first met with Dominic it was clear that although he was generating a reasonable turnover and profit the business would be unable to run without him. I feel if he had carried on the way he was he would be been totally exhausted within months.

Initially, I concentrated on putting systems in place that would immediately give Dominic back time as he was working up to 70 hours a week. I also encouraged the engagement of his team, who welcomed the opportunity to be empowered and become part of a growing business. These actions alone resulted in a business that could start to run without Dominic's hour by hour involvement.

As we released Dominic's time he became much more in control, assessing performance in all aspects of the business and understanding which areas were the most profitable. We dropped non profitable lines and low level customers and focused on high margin specialist equipment and repeat business clients.

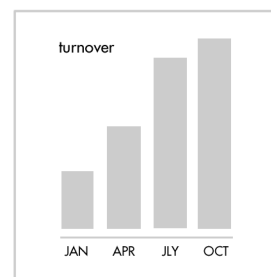
The internet has become the most successful form of marketing for Caterquip and since introducing direct response techniques and guarantees now accounts for over 90% of all sales.



time



team



money