

# Four-year relationship pays off for thriving display specialist



## Client

### Flat Vision Products Ltd

Lymedale Business Park, Newcastle, Staffs ST5 9QF

## Activity

Knowledge-based supplier of specialist LCD monitors to a wide range of professional applications including retail displays, CCTV, medical and military.

## Mentor

David Dry

## Programme

Let's Do Mentoring managed by the Business Broker Project



Mentor David Dry (left) with Martin Bose, Managing Director of Flat Vision Products

Having formed Flat Vision Products Ltd in February 2000 as a specialist knowledge-based supplier of LCD flatscreen display solutions, entrepreneur Martin Bose decided to seek the support of a business mentor in early 2005.

Although his business was successful and profitable, Martin wanted the support of an experienced individual to help him face the challenges of growth in a competitive market.

It was to be start of a rewarding and close relationship with mentor David Dry which has played an integral part in the firm's ongoing success and expansion.

"The mentoring scheme was appealing to me because it was a way of bouncing ideas off another person and getting a second opinion on issues that the business faced on a daily basis. I was making virtually all the decisions on my own and so I wanted to know there was someone whose opinions I would respect and trust," he explains.

"I also wanted to gain support in areas of the business where I had limited expertise and benefit from new networks and contacts to generate business ideas and relationships.

"David has given real support to the business and has added incredible value to the decision-making process outside my own scope."

The result is a thriving and profitable business which has increased staff from three in 2005 to seven at present, has moved new offices in February 2009 and has seen turnover rise to around £700,000.

Supplying specialist displays to a wide range of clients – from CCTV on London Underground to the press box screens at Wembley Stadium to visitor displays at Cadbury's World – Flat Vision is now focusing on specific sectors for its next stage of

growth. Its target markets include medical and military applications and it plans to recruit and train four additional sales staff over the next twelve months.

"With David's help, I have achieved a very stable business with a focus on profitability, I have recruited and developed our sales team, I have reviewed my business plan and put in place a marketing plan focussed on chosen sectors. I also have a wider appreciation of marketing and planning for success," says Martin.

Over the four years, David and Martin have developed a good friendship and there is a high level of trust and openness between them. That personal chemistry is important to delivering results for the business, says David.

"We feel comfortable with each other and I have enjoyed it immensely. I was not trying to bring any particular detailed expertise to the business, but give a momentum to its plans.

"There is now going to be a step change in scaling up the business, finding the right people and deciding where it goes from here in terms of market research."

## Positive outcomes

### Employment

Support in the recruitment and selection of staff, including use of psychometric profiling. Staff increased from 3 to 7, with 4 more in coming year.

### Marketing

Business plan, marketing plan and pricing policy reviewed. Target market sectors selected for increased focus.

### Organisation

Premises reviewed prior to office relocation in February 2009.

### Finance

Continuing growth in turnover matched by increase in profit, confirming the business as a stable and cash rich enterprise.

If you would like to access mentoring or become a mentor contact the Business Broker Project