

Background & Problem

Caledonian Computer Solutions is a provider of IT solutions to business including hardware, software, installation, support, web hosting and design.

Actions Taken

David identified that this marketplace was becoming more and more competitive and that the business would require a niche market, desirably with a high technical / financial barrier to entry in order to survive and prosper.

After analyzing the existing business the Managing Director and David recognised a huge potential in focusing on the Private Dental market, providing not only standard IT services but providing also unique digital dental technology hardware, software, installation and specialist ongoing support.

The Managing Director, Craig Leaver, identified a strategic partner with which to enter the marketplace. David set about generating a 'heads of agreement' followed by a 'strategic alliance agreement' in concert with a specialised legal firm, produced a series of Business Plans to confirm the feasibility of the venture and attract suitable funding.

The strategic alliance agreement was subsequently signed and funding totalling £355,000 was acquired from a mixture of Bank funding, Regional Selective Assistance funding and local business Funding.

The Result

The business has grown by a factor of 7 and 74% of sales are now achieved in the Private and Public Dental market. Further expansion is being addressed in other vertical markets and associated areas.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.