

### **Background and Problem**

The management team of an existing call centre operation wanted to 'go it alone' and form their own business following the demise of their existing employer. Time was of the essence in order to secure the existing customer base and to take advantage of the opportunity that they had. The business founders were strong in operations and customer management but less so in commercial matters and sought our support. The new business was a viable option but it needed capital in order to make it work.

### **Actions Taken**

A business start up strategy and implementation plan was put into place consisting of the following elements:

- Business plan, including fund-raising
- Greenfield site project plan, including all technology
- Recruitment of all management & staff
- Establishment of formal business processes & performance management indicators

### **The Result**

- Set up and managed offshore partnerships (South Africa and Mauritius) to implement combined UK/offshore operations
- Negotiated acquisition of intellectual capital and customer base from former call centre business
- Established new green field location in Scotland, successfully awarded £350,000 government grant and oversaw second UK site in Bucks
- Ran the business for 13 months, developing sales from zero to £1m+, at a profit before trade sale disposal at 15 times investment

**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.**