

A day in the life of Lasertech South West Cork

Lasertech, manufacturer and supplier of printer cartridges and office products have been supplying businesses throughout the UK since 1989 via mail order. In 2002 the first 6 franchisees were launched in the UK. Since then the network has grown to nearly 90 franchisees covering three different countries, UK, Ireland and Spain.

It was March 2005 when Lasertech entered into Ireland, they launched the Lasertech Franchise Opportunity at the first Irish franchise exhibition in November 2004, with the first two franchisees launched in March 2005. There are now 5 franchisees operating throughout Ireland; Drogheda, Donegal, Kerry, South West Cork and Galway. Lasertech will be exhibiting at the Irish Franchise Exhibition in November looking for entrepreneurs who want to join the Lasertech Franchise Network and build a long-term profitable business.

Ruth Brown, Franchise Manager for Lasertech, ask Trevor Kingston from Lasertech South West Cork what its like to be a franchisee for Lasertech.

What made you choose Lasertech as a franchise? I have always wanted to start up my own business. I found franchising a good option as it enables me to work for myself but also have the experience and support of a well established head office. I choose Lasertech as I believe in the product they offer.

Describe your working typical day? Generally my day will start with a visit to my local Interlink Depot to collect stock. Depending on what calls I have scheduled for the day, I will make deliveries along with calling on existing customers and also on potential customers to drop off a quote or brochure or perhaps to collect some empty cartridges. I attempt to call to a certain number of customers and potential customers every day, its all about building relationships you see. Along the way I will often get a call from a customer whom is out of a product, which I may have to deliver before the day is out. This quick response builds stronger relationships with customers. I will try to be back to the office about 4 or 5 pm to catch up on e-mails and faxes and do the necessary admin work to get me ready for the next day. No day is the same you never know what the next phone call will bring, I sell cartridges and office products to all sorts of businesses so the variety of people I meet is most interesting.

How does it fit in with your family life? My family is very important to me and the Lasertech franchise has already given me an important life style change enabling me to spend more time with my wife and baby son. The flexible hours give me for instance the chance to take Oscar to the crèche in the morning or pick him up in the evening.

How has the training you received helped? Was it relevant to the every day running of your franchise? The Training I received from Lasertech and especially Paul Brewer, Business Development Manager has been invaluable to the day to day running of my business, its funny sometimes I am with a potential customer explaining the products I have on offer and in the back of my mind I'm thinking "I did well there Paul would be proud or not of me."

What level of support do you receive from HO? And fellow franchisees? To this day I still receive a lot of support from Head office and would be in regular phone or email contact with the various departments there, I also receive support from my fellow Irish Franchisees and meet up with Stefan in Kerry regularly for a chat and advice, Its great to know there is always someone on the end of the phone when you need them.

What have been your main obstacles in the first 9 months of your franchise? Running any business has obstacles, the key is not getting bogged down or focusing on them to much, this will loose your confidence with what you overall business plan is.

What have been the highlights? Its great being my own boss, during the summer on a very fine day I could easily finish up early and head to the beach. Its great to be on the road and meeting and speaking with so many and so different types of people.

What's your plans for the next 18 months? My Plans for the future are to develop areas of my territory which I haven't had the chance to get to yet, when I get to a certain level of Business I hope to get a second van on the road. I hope this will be achievable within the next 18 months.

If you want to run a successful business supplying a necessity product to an ever demanding market then Lasertech is for you, Lasertech will be exhibiting on stand D20, come along and meet one of the team!