

### Cartridge UK: Print More Pay Less



Up to 60% off replacement print cartridges plus environmentally sound, excellent quality and a fast efficient service. Most of us like the idea of saving money and doing our bit for the environment but we also imagine that extra effort is involved or perhaps poorer quality products. But this is not the case for Mark Spolander and Cartridge UK which is fast becoming an essential service to businesses and home computer users. Mark set up the recycling print cartridge company in Oxford in 2004 providing a free\* collection and delivery service to businesses in the area. Since then the company has gone

from strength to strength due to a combination of the savings, of up to 60%, it can provide customers, good business advice, excellent quality and the efficient service. And if you're thinking you've tried recycled cartridges in the past but been disappointed with the quality, then see what the customers say [www.cartridgeuk.com](http://www.cartridgeuk.com) – this really is a solution.

Mark, who at 24 heads the small team of six at Cartridge UK, had worked part time at a leading computer retailer, witnessing first hand the large volume of expensive new cartridges being sold. Knowing there was an easier and far less expensive solution Mark went into business at 115 Botley Road. He says, "people want reassurance about quality and service, so that's what we focused on." 18 months after setting up Cartridge UK Mark knew it was a success but he also realised he needed help to grow the business. Mark says, "I felt we were doing most things right but I believed it could really take off. I just wasn't sure exactly what needed to be done and I wanted advice."

After attending a seminar on Business Growth, run by Paul Avins, Oxfordshire's award winning business coach, Mark approached Paul to see if he could help. Paul said, "After looking at the business it was clear that there were huge opportunities however there were some key changes that needed to be made". Mark comments, "We had to take a step back and look at our business and having someone with Paul's experience and expertise was just what we needed. There aren't any magical solutions, most of what Paul has advised has been common sense but, being close to the business, means you can't always see it for yourself. Paul has had a huge impact, you could see the difference within 3 months of working together."

Paul Avins provides coaching for businesses, helping them to achieve their full potential by assessing the efficiency of their existing systems and processes and working with them to build a platform for growth.

For Cartridge UK this included:

- \* Reorganising the business structure
- \* Implementing a sales process system
- \* Realigning the accounting system
- \* Identifying and focusing on profitable products
- \* Improving customer service
- \* Tracking average order value
- \* Cleaning and maintaining up to date databases
- \* Implementing a marketing strategy

Mark continues. "With Paul's help we now have the strategy, systems and people in place to grow the business and to ensure we look after our customers by providing the right products and services. I am really excited about the future. In 2007, I aim to open two more shops in Oxfordshire and I hope to start franchising the Cartridge UK Brand. As to the long term future, perhaps 10-20 shops over the next 3 years – who knows!"