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Latest News from Business Link West Midlands

EX-MG Rover man turns entrepreneur with growing car repair and restoration business

Four years on from being made redundant from MG Rover's paint and trim shop, Frank Morgan has turned entrepreneur and job creator, establishing Metallica Smart Car Repairs, a thriving car repair and restoration specialist.

Yet without help and assistance from Business Link West Midlands, his venture may never have taken off.

Initially contracted by local garages to complete minor repairs to used cars prior to resale, Frank's work was so good – he can even restore that new car smell – he quickly secured a number of key dealer accounts for his business.

Soon these contacts began offering his services direct to the public and he realised that skills like his were in high demand. But while the quality of Frank's bodywork was not in doubt, he needed specialist business and marketing advice to take his enterprise to the next level.

"Sometimes it's simply not enough to be good at what you do," said Frank.

"I began as a sheet metal worker at MG Rover and ended 25 years later in the paint shop as a team leader and training instructor. All this taught me how to do a great job for my customers, but it didn't teach me how to manage and market a business. That's where Business Link West Midlands came in."

Frank needed help and advice to put him on the road from a one man band to the employer of a small team specialising in dent removal, scuffs, scratches, chipped paintwork, alloy wheel repairs, trim repairs and bodywork damage.

Business Link WM supported the development of a marketing plan, including promotional materials and a telemarketing programme that introduced the new enterprise to 60 more car dealers, generating solid business leads in the process.

Now Metallica Smart Car Repairs employs one full and one part-time member of staff and Frank plans to expand the business, with four vans taking to the road to visit customers at home or at work.

Business Link West Midlands

CASE STUDY



Business Link West Midlands' new database, the Supplier Register, provides budding entrepreneurs like Frank with access to trusted consultants and suppliers. Through a single call to **0845 113 1234**, new and growing small businesses are referred to an adviser, who will assist the selection of the right supplier or consultant and help make sure that they deliver.

The new service is expected to help over 70,000 businesses and individuals thinking of starting a business with information, with a further 16,000 receiving intensive support from experienced advisers by 2010.

This level of support is forecast to generate a £400m improvement to the economic performance of the West Midlands.

Individuals and businesses interested in speaking with Business Link West Midlands should contact 0845 113 1234.

Ends

Notes to Editors

Business Link West Midlands provides the information, advice and support needed to start, maintain and grow a business. The quality and delivery of the Business Link service is the responsibility of the Regional Development Agency Advantage West Midlands and supported by a number of other Government Departments, Agencies and Local Authorities.

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