

Case in Point

Elite Care

A Portsmouth-based care firm has radically increased its customer base, necessitating a move to larger offices after working closely with Business Link and implementing simple changes.

Elite Care, which provides care in nursing, residential and learning disability homes, contacted Business Link after an extended slump in the market saw the firm losing customers and fighting to keep the balance sheet healthy.

They were allocated their own personal Business Link Adviser, Stephen Blamire, who carried out a profit and loss analysis and suggested changes in the business' marketing and operations.

These included improving communication with customers, revamping the company's website and re-branding with a new logo. They also replaced their fleet of uneconomical seven-seater vehicles with saloon cars to reduce costs.

Carol said: "By taking advantage of free advice from Business Link we have managed to grow our business at a time when the rest of the market is suffering a slump. We are continuing to offer the same quality service but by making a few simple changes to our practices we have made our business more profitable."



The Business Link service is available locally and provides the information, advice and support you need to start, maintain and to grow a business.

**For more information call 0845 600 9 006
or visit www.businesslinkhampshireiow.co.uk**