



Case in Point

'Business and Entrepreneur of the year, 2008'

LG Motion Ltd

Gary engineers a successful outcome

After being made redundant in 2005, Gary Livingstone bought – and revitalised – the precision engineering firm that had let him go, and now runs a successful, expanding company with a healthy export arm.

Before redundancy hit, Gary supplemented his income by selling standard motion based products and consulting services via his website.

Taking the plunge

The opportunity to buy the Basingstoke based company that had been his employer, resulted in much soul-searching. After discussions with customers, suppliers, potential employees and – not least – his wife, he re-mortgaged the family home to raise the necessary capital and took the plunge.

Crucially, he also made contact with Business Link Adviser Richard Nash.

'It was really helpful to use Business Link as a sounding board to help me talk through my business plan and confirm the likely success and viability of what I was planning and to consider other possible factors that may have an impact,' said Gary.



From left to right: Tim Trebett (Production Manager), Gary Livingstone (Managing Director), Diane Bailey (Finance Manager), Richard Nash (Business Link Adviser).

'Business Link helped me focus on the key issues that mattered. As the MD of the business it is sometimes useful to be able to discuss things with someone from outside and gain a different perspective. Business Link, through its local Adviser Richard Nash, provided that resource.'

Sleepless nights

'The early years were fun and exciting, fuelled by adrenaline,' he recalled. 'There were sleepless nights and anxious times, but confidence in the team and products saw us through and ensured success.'

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.businesslink.gov.uk/southeast





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'Business and Entrepreneur of the year, 2008'

LG Motion Ltd

Flexible, Innovative and totally committed

'We are unique within our marketplace as we have our own design and manufacturing facility which allows us to respond quickly to ever-changing and specialist customer requirements.'

Investing in success

'The company's success is underlined by the fact that it has invested in new machinery, is seeking bigger premises, has taken on new staff including an apprentice, and is exporting typically 20% of its turnover. All this has been accomplished without direct marketing and purely by reputation.'

Gary, 38, has made full use of Business Link services, undergoing a Business Review with Richard Nash, seeking advice on specific issues and attending local Business Link seminars.

Business Link Adviser, Richard Nash

Richard has no doubt that Gary's hard work and dedicated team lies at the heart of his success. Richard says: 'Gary has ensured that LG Motion is flexible, innovative and totally committed to providing first-class customer service. I am delighted that we have been able to help him with local support and advice.'



Richard adds, 'Gary's is a great success story that has come about through hard work and building a dedicated team, hence its enviable reputation. It was very pleasing to see him win both the Business of the Year and the Entrepreneur of the Year awards at the recent Basingstoke Business Awards dinner.'

Company Overview

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| Established: | 2004 |
| Sector: | Manufacturing (Precision Engineering) |
| Employees: | 6 |

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