



Case in Point

A change of direction helped ensure success

MiniTec UK Ltd

Gary pulls off the double

Hampshire entrepreneur Gary Livingstone is not a man who believes in doing anything by halves.

In February 2005, within weeks of buying the Basingstoke based precision engineering company which had just made him redundant, Gary was invited by German industrial engineering firm MiniTec GmbH to set-up a UK division. This would provide direct sales, application support, custom manufacturing and an installation service for MiniTec's wide range of modular machine building systems.

To take on such a challenge would have been a step too far for most, but Gary assessed the situation, sought advice, and decided the opportunity was well-timed.

Natural enthusiasm kept in check

'I figured it would help make the economics of the two companies more workable and give both a better start in life. And, once again, I used Business Link Adviser Richard Nash as a sounding board before taking the plunge. It's very easy to get carried away with enthusiasm so it's great to be able to balance this with an objective view from someone whose opinion you can trust.'

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

MiniTec's UK facility was designed to complement the existing manufacturing facilities in Germany, France, USA and formed part of the parent company's global strategy to have a division in every major industrial country.

Although Gary was convinced it was an exciting project with great potential, he found the first three years unexpectedly hard.





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Gary comments on his strategy:

'The automotive market, a key sector, just stopped spending in our opening year. Our marketing effort required a swift change of direction to establish new long-term contacts to ensure future success. Now MiniTec operates very successfully with a much more stable and secure customer base and I believe this is partly due to those changes we were forced to make in the early years when we opened up new markets.'

Richard Nash, Business Link Adviser

'Since setting up his companies, Gary has continued to undergo business reviews and seek advice on particular issues as they arise. He also makes time to attend any relevant seminars.'

Part of a winning team

Gary adds, 'I've made a success of my enterprises because I adopt sound, common-sense principles and I'm surrounded by a great team. In many ways Richard is part of that team, always available whenever I need help, which is very reassuring.'

Gary is now looking for premises up to three times the size of his current base and has made significant investments in staff, machinery, processes and training.

Company Overview:

Established:	2005 (UK)
Sector:	Engineering
Employees:	6

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