

DECEMBER 2012

Men In Business

Ever dreamt of wowing the Dragons in their Den, or hearing 'You're hired' from Lord Alan Sugar?

Well you're in luck; Excelle has tracked down the finest businessmen in the area to share the secret of their success. From surviving the recession to discovering their USP, these inspiring men spill the beans.



Ricky Cuff

AKTIV DESIGN

How long has your business been established?

For 12 years; since 2000.

What's your secret to surviving in these tough economic times?

To have a positive attitude with a will to survive. We believe in investing for the future so we've just created a new relationship with Addition CNC: strength with growth is key, as well as long opening hours which is why we're now open all day Saturday.

What's your unique selling point?

Focus and understanding of our customers' needs and requirements. We strive to keep up with the latest trends and showcase our products beautifully within our showroom. We're also approved fabricators of Silestone quartz – the leading name for quartz work surfaces.

What next?

We're focusing on branching out into new areas, especially the commercial aspect with contracts with hotels, bars, supermarkets and restaurants.



Richard Moon

ASHBY DENTAL

How long has your business been established?

Ashby Dental has now been in existence for over six years.

What's your secret to surviving in these tough economic times?

The most important thing is to have faith in what you offer, in our case that is providing excellent service. This includes not only the dentistry but also the way that you are looked after, from when you enter the building until you leave. We currently offer half price consultations for new patients, this has enticed many in. Once they come through the door and witness our services they become loyal patients, often spreading the word to their friends and relatives.

What's your unique selling point?

If you are someone who wants to be welcomed into a friendly and comfortable environment at a time that can be stressful for many and know that you will be provided with excellent dentistry, then Ashby is the practice for you.

What next?

Quite simply to build on what we have achieved and to spread the word.



Matthew Todd

HERBERT TODD & SON

How long has your business been established?

The company was formed in 1936 by my grandfather Herbert, who was himself a trained electrician.

What's your secret to surviving in these tough economic times?

You have to stand out, not follow the crowd. If sales start to dry up, get out there and find out why and offer something different. Just because everyone else is doing one thing doesn't mean you have to be the same.

What's your unique selling point?

The electrical retail industry is incredibly cut throat, everyone from a one man internet company selling laptops from his bedroom to the largest food retailer in the country are selling electricals. We survive because we offer levels of service that no internet or national competitor can touch. We make sure that we have trained staff, who spend the necessary time to find the right product for a customer and provide great demonstrations and then we deliver and set up the product so that it is performing at its best.

What next?

We've just opened a new flagship store in Tower Street, Harrogate where we believe that our eye on service and attention to detail will bring real value to the town's shopping experience. Please give us a try next time you need a washer, dishwasher, cooker, TV or anything else electrical!



Mike Procter

M PROCTER OPTICIANS

How long has your business been established?

After qualifying in 1983 I worked in the UK and abroad before opening my first practice in Leeds in 1988. Since then I have owned 10 practices at various times. I bought my Harrogate practice in 1999 but it had been trading under different owners since 1988. Today I have just two practices plus a sunglass shop and a small property portfolio. I have always enjoyed splitting my time between the clinical role of an optician and the business role of a managing director.

What's your secret to surviving in these tough economic times?

We sell high quality and high fashion at very competitive prices. We appeal to people who want great service and those who know that the best value for money is rarely found in the cheapest possible prices.

What's your unique selling point?

All my clinical and sales staff are professionally qualified opticians, with one exception - and she has over 25 years experience! Our claim to be 'Experts' is not without foundation.

What next?

How long have you got? I have a list!



Ian Robinson

THE SPOTTED OX

How long has your business been established?

8 years and one month.

What's your secret to surviving in these tough economic times?

Hard work, long hours, loyal customers and keeping menus fresh. Also, we're always open to new ideas, have a great event calendar (on our website), and believe strongly in local advertising such as Excelle!

What's your unique selling point?

Staying true to our customers and retaining the original village pub atmosphere. As the heart of the community, we have a warm friendly ambience with people coming from near and far. Our great prices and fresh traditional food and ale certainly help too.

What next?

See us in the Good Beer Guide 2013, as well as a new function room available all year round in The Forge. Check out our new seasonal menus from our fantastic chef, Sam Bartlett, in addition to new wine lists and menu for Christmas.

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