



Enterprise Enfield Success Story

Name Christopher Powell

Business Name Santa Fe Property Services
Sector/Activity Property Services

Business Address Flat 5, 95 Telford Road, New Southgate N11 2RS

Background Christopher was an actor surviving on small parts in films and TV ads. As with most actors in order to survive he had to supplement his income with part-time work. He delivered leaflets, undertook canvassing work for local companies, used his skills to sell-in their services in return for commission payments and in the process got to understand what clients wanted and where some companies were failing to deliver.

Issues Affecting the Business Unfortunately, when representing some local companies he came across unscrupulous company owners who never paid their way. Commission payments were still outstanding months later and his phone calls requesting his commission were never returned. This prompted Christopher to consider setting up on his own and establishing a business that would go out, find the work and subcontract to tradesmen he trusted and who he would manage to deliver the quality service he wanted for his clients.

However, Christopher knew little about running that kind of business. He understood what he would need to do to make it successful for his clients but wasn't sure about how to conform to the demands of HMRC and banks.

Description of support received and how this benefited the business After searching around for help, Christopher was directed to Enterprise Enfield and quickly enrolled on three training courses to bring his business management skills up to date.

Christopher says, *"Business is always evolving and these courses really helped me get a grip on the impact of the credit crunch and how banks, in particular, were responding to this. The business planning course really focused me on what I needed to do if I was going to try and raise funds and the marketing course helped me clarify what I was really offering and helped me understand what I needed to do to deliver a standard of service that would set Santa Fe apart."*

In fact, one year on, Christopher has now increased his income by more than double and is able to plan his personal finances whereas, when he was acting, he would frequently struggle to survive, particularly over the quiet winter period.

Enthused Christopher clarified *“Enterprise Enfield was so helpful in the past that I am about to go back for more guidance. My plans for Santa Fe Property Services are moving ahead and I want to get some expert input into making it the best service I can. I know EE will help me do that. I am about to knock on their door again to make sure I’ve dotted the ‘i’s and crossed the ‘t’s that will make Santa Fe provide a top quality service that meets customer expectations and gets them and their friends coming back for more.”*

If you are thinking about having improvements done to your property or properties then you may well benefit from a quote from Christopher at Santa Fe Property Services – call his mobile **07792 629560** – he always carries it with him so that you can get hold of him no matter where he is - even Mexico!

Date

24th September 2009