

Enterprise Enfield Success Story

Name	Garry and Dinos Kousoulou
Business Name <i>Sector/Activity</i>	Goodlooking Optics
Website	www.goodlookingoptics.co.uk
Business Address	5-6 St Onge Parade, Genotine Road, Enfield, EN1 1YU
Background	Before setting up the Independent Professional Optician's shop in 2004, Garry had worked in large multiple optical stores in the UK where he developed the skill of understanding how to provide customers with a truly different quality of service.
Issues Affecting the Business	Based in a busy street in Enfield Town, this business is surrounded by competition but has created a genuine niche for itself in the area. Goodlooking Optics has the benefit of two specific areas of expertise which sets it apart from other opticians – Garry's breadth of experience in the industry and Dinos experience in business. The two have brought these together to offer customers a service that not only meets their expectations but which continuously strives to exceed them.
Description of support received and how this benefited the business	<p>Goodlooking Optics started talking to Enterprise Enfield in 2003 when the company was just considering setting up. Garry had face-to-face meetings and telephone support from business advisers to help shape the service to be offered to customers and used the agency to help him develop a robust business plan and cash flow projections that would set up Goodlooking Optics to cope with the demands of operating in London.</p> <p>Said Garry <i>"I knew we needed to stand out and make sure people came to our shop rather than the other High Street competitors and Enterprise Enfield helped me to do that. We have a range of frames that dwarfs the number available through the competition and makes us a 'must' visit store for image conscious consumers whether they are private patients or NHS."</i></p> <p>But the Winner of the Enterprise Enfield Start up Business of the year in 2006 didn't stop there. Garry has introduced measures to keep in touch with customers and retain them as regular clients.</p> <p><i>"Our programme of never ending staff training coupled with world-class customer service has definitely helped to keep our clients happy and coming back for more."</i></p>

Regular customer service questionnaires and special touches such as Birthday cards also help keep Goodlooking Optics at the forefront of their market place, so much so that they have recently opened a second store in St Albans.

Said Garry *“Seeking advice is crucial in the first year of any business, Enterprise Enfield were great in helping me get moving and staying on track”*.

So, if you're in Hertfordshire or Middlesex and have a problem with your specs AND you fancy a cup of coffee while someone repairs them for you then why not try out Goodlooking Optics now and see what really good service looks like!

For more information call Garry at the Enfield store on **020 8364 4444** or St Albans on **01727 854937** and see for yourself.

Date

10th August 2009