



Enterprise Enfield Case Study

Client Name	John Murray
Business Name <i>Sector/Activity</i>	Garfield Solutions Compressed Air Engineers
Business Address	43 Rotherfield Road, Enfield, Middlesex EN3 6AN
Background	In 2006 John Murray had an extensive background in engineering involving most makes and styles of air compressors. He had spent many years as an employee considering whether to open his own business and take control of his business life. Like many budding business people however, John was unsure of how to take his first step into that new world.
Issues Affecting the Business	Initially John struggled with many of the classic issues faced by someone looking to set up in business; where should he set up? What should he call the business? How should it be promoted to the world?; what logo should he have?; what are the implications of running a business and how do you ensure that you are in control of all the red tape facing small businesses? It was then that John discovered Enterprise Enfield and found a way forward.
Description of support received and how this benefited the business	<p>Said John <i>“Enterprise Enfield gave me the confidence to get going and reduced the learning curve I needed to tackle – they were always there whenever I needed them to give me that extra boost”</i></p> <p>Particularly in the early days, before actually leaving employment John would attend half days workshops and planning sessions that helped him produce the business plan that has steered him since starting out.</p> <p><i>“Most seminars and workshops were free but even those that weren’t free were always worth at least what I paid for them. I never came across one where I didn’t learn something that changed the way I viewed my developing business”</i> recalled John.</p> <p>Enterprise Enfield helped John to develop his logo, his new web site and promote the key services he now offers. As part of that process they introduced him to Supply London, a programme to help Garfield Solutions become fit to</p>

supply and maximize their chance of winning new contracts in the public sector. Enterprise Enfield also helped John formalize his environmental policy which has been a key factor in giving him the confidence to bid for contracts in competition with other larger organizations.

“The most important point about Enterprise Enfield’s input” said John “is the fact that they were always there for me at a personal level; they are always introducing something new that can help me improve the way I operate. They’re my window on the business world, always coming up with new information or programmes to help me run my business more effectively. If you’re thinking of setting up in business in Enfield you’ve got to talk to EE – they really are great!”

Contact

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