



Case in Point

Engineer on the right track

Entrepreneur drives company forward

It might be an exaggeration to say that engineer David Philips has petrol coursing through his veins but his passion for motor sports is boundless, according to his wife Patricia with whom he launched Aurok Ltd in 2002.

Building highly specialised suspension systems for everything from quad bikes to Le Mans racing cars, Alton-based Aurok claims an engineering reputation that is second to none.

'We are a centre of excellence in a highly specialist field and pride ourselves on our world-class expertise,' says David.

Indeed, if there were any gaps in David's knowledge they were nothing to do with engineering but in the rather more mundane – yet very important – area of business expertise.

'As an expert in my field, I'm a great believer in tapping into the relevant skills of other experts,' he said, explaining how he came to approach Business Link for assistance.

'The business review carried out by Business Link was very thorough. It has been extremely useful in helping us to clarify the direction in which to take the business, as well as giving us a structure of appropriate targets, goals and timescales. Aside from that, it is also helpful to be able to call on Business Link at any time for general business advice and support.'

As managing director with a staff of six, including his son, David admits to having had to learn and absorb business lessons as the company grew.

'One of our greatest challenges was to discipline ourselves to re-invest our profits to build the business and fund working capital requirements,' he said.

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

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There is no doubt that all the hard work has paid off.

David said: 'Because of our engineering reputation, on which we have always concentrated, we have gained the sole UK distribution rights to the world-leading Ohlins suspension systems. We provide on-site fitting and tuning services, as well as supplying systems and spares, which entails extensive world travel. In addition, we have now expanded into design and development work which adds considerable value to the supplier's reputation.'

Business adviser David Carr, who has been working with Aurok, said: 'This is a superb example of a small but dynamic British company with world-class skills.'



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