



Case in Point

Elite Care

Increased customer base thanks to help from Business Link

Portsmouth-based care firm has radically increased its customer base necessitating a move to larger offices after working closely with Business Link and implementing simple changes.

Elite Care, which provides care in nursing, residential and learning disability homes, contacted Business Link after an extended slump in the market saw the firm losing customers and fighting to keep the balance sheet healthy.

They were allocated their own Business Link Adviser, Stephen Blamire, who carried out a profit and loss analysis and suggested changes in the business' marketing and operations. These included improving communication with customers, revamping the company's website and rebranding with a new logo. They also replaced their fleet of uneconomical seven-seater vehicles with saloon cars to reduce cost

Carol Morris, who runs the firm with her son Calvin, said: "Running a business is such a time-consuming activity, you very rarely get an opportunity to sit back and take a long hard look at what needs to be improved to make your business more successful.

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

For more information call 0845 600 9 006 or visit www.businesslink.gov.uk/southeast



'Working with Business Link has been incredibly useful because it has led to impartial feedback and advice. We have made successful changes to our business that we just wouldn't have thought of on our own.'

Improving communication with customers enabled Carol and Calvin to identify new opportunities in the market and as a result they have now increased the range of services on offer to include a hospital sitting service and care for disabled children.



Carol said: 'By taking advantage of free advice from Business Link we have managed to grow our business at a time when the rest of the market is suffering a slump. We are continuing to offer the same quality service but by making a few simple changes to our practices we have made our business more profitable.'

Company overview

Established:	2000
Sector:	Nursing home
No. of employees	35
Turnover:	£700k

Growth: Through working with Business Link Elite Care has developed their business. They are currently reviewing strategic options and their market positioning to achieve further growth.

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