



# Case in point

## MARKET MAKERS

'Business – Business Dating Agency'

**WINNERS: Business of the Year 2007  
Startup Stars of the Year 2007**

**Just 21 years of age**, Managing Director Paul Thomas started Market Makers in October 2004.

His business partner Henry Braithwaite joined in January 2005. Both were just 21 when the business was launched.

Market Makers works with a number of different clients from SMEs through to blue-chips such as Barclays, GE, Financial Times and Microsoft.

The business is now in its 4<sup>th</sup> year of trading and employs 75 people and will turnover around £3.5m this coming year - which represents a growth rate of 680%.

**'Market Makers specialises in direct marketing** and is like a business to business dating agency, putting clients in front of their prospects in order for them to do business,' said Paul.

Market Makers found their first premises through Business Link. The Technopole, was an ideal location, but they've now moved to brand new purpose built offices in Quatremaine Road, Portsmouth.



**Winners of HSBC Start-up Stars in 2007**

Paul continued 'Business Link has been an invaluable source of guidance and support from the time we were looking for premises to actual trading. So many businesses are unaware there is an abundance of FREE information, advice and support from Business Link to help start up companies like ours and established small-medium businesses. As a company we have utilised a lot of the resources available, and attended several of the events run locally.'

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](http://www.businesslink.gov.uk/southeast)**





**Business of the Year winners Paul Thomas, left, and Henry Braithwaite with host Sally Taylor and sponsor of the award.**

### **Customer focus is the key**

Market Makers are very customer focused as a business and ensure their clients receive a good service and a positive return on the money they invest with Market Makers. Commenting on his success to date, Paul says, 'I would put that down to the team that we've built. We're very lucky to have a team that are dedicated to success and will do whatever it takes to achieve the result.'

**One of Paul's secrets to business success** is having a solid and proven marketing and sales strategy. He says 'Regardless of how good your product or service is, if you can't sell it, it's game over before you have even begun. 'Begin with the end in mind, decide what you want to achieve with your business and then put the plans in place to achieve it.'

### **And finally..**

Paul added 'Growing a business has a world of challenges. I think the most challenging things in the early days are centred around carving a niche for the business as well as managing cash-flow. Cash is king after all. I think the key to any business success though is down to the team around you.'

Paul believes in recruiting experts in their field and advises not to be scared to employ people better than yourself.

### **Company overview**

Established in:	2004
Sector:	Direct Marketing
No. of employees:	75
Turnover:	£3.5m
Contact:	<a href="mailto:pault@marketmakers.co.uk">pault@marketmakers.co.uk</a>

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](http://www.businesslink.gov.uk/southeast)**

