

ed on growth

appropriate environment for
responsible company.

has expertise across
wide range of products,
with a portfolio that works
with brands such as BT,
Orange, O2, Exponential-
Samsung and Microsoft.
Mobile is another
focus for the company
and in the space of two
years, customer numbers for
mobile have almost tripled
with the bulk of the business
moving to O2 and Vodafone.

has recently acquired
25 percent of local
company, Actec. The
Actec brand
has moved and merged into
the Focus IT business,
allowing it to offer web
design, design and
printer repairs among
other services. The Group's
three divisions – Focus
IT, Mobile, IT Services,
Network Services, Digital
Media and Energy – form a
complete communications
portfolio, all of which are
run in-house. Gilbert
said: "Our objective is
to save our clients money
with a range of services, all
operated under one single
brand, and professional,
service. Over 90 per
cent of our clients now have

multiple products which
are billed together on their
one monthly invoice."

The three newest divisions
of the business, Focus IT,
Network Services and Energy,
were formed in January
2011 and have produced a
collective turnover of over
£500k. "The main objectives
we have for the business
over the next three years
are to develop our new
divisions into core profit
centres within the group,"
noted Gilbert. "And to
facilitate the roll-out of more
hosted and IP solutions to
our existing base and new
prospects, and to maintain
our business principles that
have made us successful
during what we hope to be
a huge growth period."

Success factors

He says the success of these
new divisions will come from
two areas, direct sales and
cross-selling to the existing
customer base. "We currently
only employ seven staff
across the three divisions and
will be looking to grow this
to somewhere in the region
of 20," commented Gilbert.
"By developing product
specialists we are able to
champion certain solutions
and cross-sell them to our

existing clients. By making
each division successful in
its own right, we limit our
exposure should one area
of the business become less
profitable, or should there be
a major shift in technology
that renders a product or
service line obsolete."

The introduction of three
new divisions and the scope
to employ more staff due to
its new premises plays to
The Focus Group's ambitious
growth plans in the next 12
months. "Having acquired
an IT company and brought
them into our team, we
expect there to be an instant
increase in sales," added
Gilbert. "Targeting internal
sales teams to cross-sell will
help to ensure that more
clients have multiple products.
Hopefully by sticking to
our principles we will retain
quality staff and continue to
win and retain business in
such a way that leads people
to recommend us to their
associates."

Just a minute with Ralph Gilbert...

**What talent do you wish
you had?** Golf: Played for
years but still rubbish.

**Name three ideal dinner
guests.** James Caan as I
have an idea to run past
him; Kiefer Sutherland but
he must be in character
as Jack Bauer; John Terry
as long as he keeps
away from my wife.

**How would you like
to be remembered?**
As Fun Time Ralph.

**Name one thing you
couldn't do without in
your job.** Mobile phone.

**What possession could
you not live without?** TV.

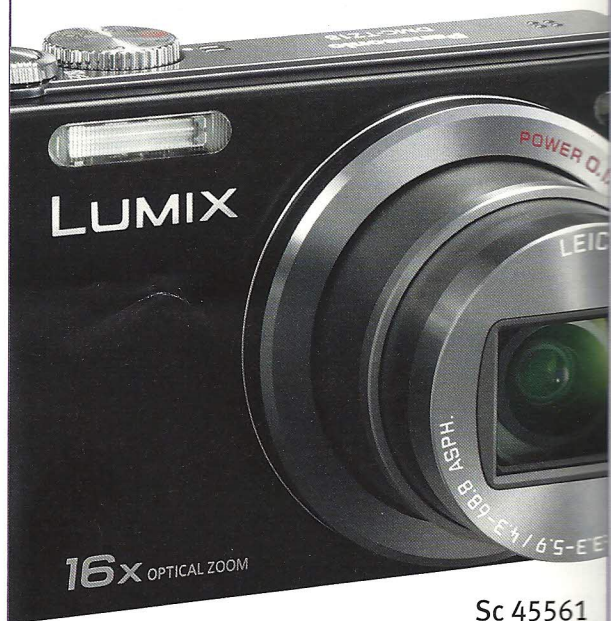
**What do you fear the
most?** Jellyfish.



The Focus Group staff prepare for a new phase of growth

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