



Background of business

Jamie Brown and Kaue 'Kyle' Liu were school mates; now they are business partners. Their friendship began at Hutton Middle School, Eccleshill and is still going strong more than 20 years later. Both have run a small business before: Jamie as an NIC qualified electrician, Kaue running food outlets. Recognising the potential for a strong trade and retail kitchen fitting business they joined forces to launch Fountains (Kitchens and Bathrooms). Kaue concentrates on sales and marketing, while Jamie takes prime responsibility for electrical services and installations.

Support journey

Finding suitable premises offering high levels of security was a first priority. A friend of Jamie's, already based at Royds Business Enterprise Park, recommended it and the company took the tenancy of a 2,000sq.ft unit in January 2008. Helen Hoyle, Royds Business Development Manager, introduces herself to all new tenants and offers Kickstart support. This led to Fountains successfully applying for professional services help in designing and hosting the company's first website. Though accepting that the company now has an on-line presence and a platform for Internet trading, he is not entirely happy with the content and functionality of their website. However, Jamie praises the Royds business networking meetings which Helen organises and acknowledges the ongoing advice and assistance which Helen provides to the company.

Where they are now

Fountains is already a fast-growing Bradford business, VAT registered and trading with confidence. Their full time kitchen fitter is already struggling to keep pace with demand so the company has advertised via the Jobcentre for a second fitter. Also, a part time accountant has been retained. The company has booked a 12-month advertising campaign on Pulse FM, the Bradford-based commercial radio station, and advertises in local print media. However, most new business is being driven by the recommendations of satisfied customers, within both trade and retail environments. Two tenants at Royds Enterprise Park have already asked Fountains to fit kitchens in their premises. On the retail side the company has yet to see any downturn in business as a result of the credit crunch, though Jamie acknowledges that they don't have comparative figures against which to benchmark their trading performance. Fountains can supply and fit kitchens or bathrooms within any customer budget and, on the trade side, the company is already working with a number of builders and specialist trades. Jamie and Kyle are already looking for bigger premises, though they intend to stay at Royds for at least 12 months. In the future they plan to open more Fountains branches in other parts of the country, recruiting locally, while continuing to develop their on-line business.

Background Information. Please also supply:

Client Names: Jamie Brown and Kaue 'Kyle' Liu

Ward in which trading or resident:: Buttershaw

Wards in which resident:: Jamie lives in Wyke; Kaue in Oakenshaw.

Business Name: Fountains (Kitchens and Bathrooms)

Address (business address):

Royds Business Enterprise Park

Buttershaw

Bradford

BD6 3EW

Website: www.fountainstrade@aol.com

Email: Jamie@fountainstrade.aol.com

Telephone: (01274) 600588

Mobile: Jamie – (07967) 392915

Any further comments:

Jamie expressed positive comments about the Kickstart programme and particularly acknowledged the support of Helen Hoyle, Royds Business Development Manager.