

# The road to success with Chamber support

**Four colleagues from a large plc in the highways sector drew on their experience and expertise to form 4way Consulting.**

The Leamington-based company provides engineering design and consultancy services for the roads sector, specialising in intelligent transport systems, technology infrastructure and road lighting.

Its services cover the project timeline from feasibility, through development to implementation and operation. The company provides expertise in consultancy, project management, and design and site supervision.

Having completed its initial market analysis and comprehensive business strategy, directors Jonathan Goddard and John Westwood contacted the Coventry and Warwickshire Chamber of Commerce and engaged with Business Support Services within the Enterprise team.

Despite their extensive personal CVs, both wanted to ensure that they were on the right track with their self employment plans and attended workshops in both Marketing & Selling and Financial Awareness.

In addition to participating in the free training support, they then engaged with Enterprise Coach Emma Rynberk, who was able to clarify their business model and add value by investigating funding opportunities and investigating local, regional and national transport sector related initiatives.

There are exciting but challenging times ahead for this sector, with the 2010 West Midlands Regional Transport Priorities recently detailing the Managed Motorway Capacity Improvement Programme for M6/M5 after 2014. Both offices are located close to major UK conurbations and are therefore well served by strategic motorways and mainline railways.

In addition to the strategic capabilities of the business, the Chamber identified operation needs relating to the legal status of the business and its working environment.

As half of the company would be trading from a Macclesfield site, the Leamington-based duo then considered utilising Warwick District Council Enterprise Hub Serviced Offices.

This provides them with a professional platform on which to launch the business in addition to the convenience of meeting rooms and virtual office support.

While in the process of implementing the Limited Company, all four directors were keen to start networking and ensure a regional presence.

With the desire to prosper, while working within a vibrant and dynamic business community, Coventry and Warwickshire Chamber of Commerce Membership services fitted the bill by offering various services that met their needs.

**For more information on support for businesses, both at the start-up level and beyond, contact the Chamber on 024 7665 4321.**

## Overcome issues with our help

*by Helena Bassett,  
business coach*



Managing any type of business is tough – and getting tougher. Businesses are faced with more demanding customers, stronger competition, difficulty in keeping up with latest developments in marketing knowledge, increased bureaucracy and shrinking margins. It is also difficult to find great staff and keep them – these are just a few problems faced in today's economic climate. The Enterprising Coventry Coaches at the Chamber can help you and your business overcome these issues and are offering you free access to the most comprehensive source of business advice available locally. Accredited and experienced Business Coaches can give expert advice and guidance to businesses employing less than 50 people in Coventry. They can provide confidential and impartial advice on a range of business issues including:

- Business growth
- Development and diversification
- Sales, marketing and web development
- Identifying networking opportunities
- Information and access to available grants
- Raising finance and financial management
- Research on behalf of client
- Relocation and recruitment strategy