

Could you be running an Enterprise for Success?

The Alloy Wheel Doctor *North Solihull*

A wheel doctor?

After working for many years as a tyre fitter for a major national company, Solihull entrepreneur Chris Leake decided to use the skills and knowledge he had acquired to start up his own alloy wheel repair business.

Support

In August 2007 Chris opened up as the Alloy Wheel Doctor, having found the right premises to meet his business needs through The Business Investment Team at Solihull Council. The Alloy Wheel Doctor is going from strength to strength with Chris doing work for a range of customers from private individuals to accident repair centres and even the national tyre fitting company who used to employ him!

Growth

But Chris isn't happy to stop there - he hopes to open up another workshop as he is quickly outgrowing his current premises and is planning a marketing campaign to help grow his business even further.

"So far I have just relied on word of mouth to bring in business but I'm hoping to launch a website and do some advertising to bring in more customers." Chris Leake

The Future

Through the Solihull MBC funded Enterprise for Success project, Chris is in touch with a business advisor who will be working with him to help find any potential funding available, develop a marketing plan and source new premises to keep his business growing successfully. Solihull Council will look forward to working with Chris as they settle into the area and expand his business.



For further information on the Solihull's "Enterprise for Success" scheme please call 0121 704 6363

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