



DAVID SUCCEEDS IN ONE MAN EXPORT DRIVE TO THE CARIBBEAN

David Dunn proved something of a one man export drive when he took his Aligator swimming pool purification system to the Caribbean – and successfully launched the product into Antigua.

“We are very proud of it,” says David, “it shows one small company’s efforts to export and just how successful you can be with the correct planning, presentation and good product.”

Microtech-Aligator made the successful launch following on from establishing an operational base in St Kitts. P & S Distribution based in St Kitts will be running operations in the Caribbean after an initial trial with a demonstration pool lead to installations at new property developments and hotels on the island.

David Dunn, Operations Manager for Microtech-Aligator said: “P & S Distribution have established a solid base recruiting Glenford Williams from St Kitts Industrial Supplies to install systems and train pool staff in effective use of the

system. Early installations have been very successful.”

A business plan for Antigua was drawn up during the winter and successfully launched with a trip to the island visiting the leading swimming pool companies, property developments and hotels.

Peter Orrock from P & S Distribution said: “Swimming pools in the Caribbean are a natural fit for the Aligator Ionisation System. The hot sun leads to a high use of chlorine which dissipates by early afternoon resulting in very expensive, environmentally unfriendly pool operation.”

The Aligator System enables the pool user to reduce chlorine levels by up to 80% and the silver and copper ions are not affected by heat or light.

By the end of the visit seven systems have been agreed to be trialled and will be installed in September and monitored for three months.

“The business trip, the warm welcome and reaction to Aligator exceeded our expectations and future opportunities throughout the Caribbean look very good,” added David.



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ALIGATOR SYSTEMS

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DORIAN RETURNS WITH INDUSTRY SALES AND MARKETING CONSULTANCY

Dorian Davies, who became one of the industry’s best known figures through his work with Sundance Spas and later with Golden Coast, has returned to the pool and spa industry.

Dorian has set up his own business, Doric Marketing.

He left the industry and Golden Coast in September last year to work for an online start-up company called LPH which aimed to reunite members of the public with items of property they had lost.

Unfortunately, the project collapsed due to funding issues.

However, Dorian is philosophical about this, telling us: “Though LPH’s demise was a great disappointment, I don’t regret having done it. Its potential was huge and if one doesn’t take opportunities in life when they are presented, then one will never progress and grow. Besides which, even if I had known what was going to happen before I went into it, I’d still have done it because what I learned about the way the internet works, about web design, optimisation, social media and how to profit from these will be invaluable in the months ahead.”

Doric Marketing has been set up as a consultancy business with the emphasis on sales and marketing.

It aims to provide those in the

industry who are not happy with their current levels of sales and profits with sales, marketing and business support services to help them cost-effectively raise their profiles, target new customers on a very focused basis, get more enquiries, turn more of them into profitable sales, and retain these customers for repeat business.

Trade customers will be able to either pick on individual services from Doric Marketing, or allow them to look after their entire marketing and promotional operation, whichever they need or prefer.

Dorian adds: “I have long been aware of the need for this service in our trade, particularly for businesses who may not be in a position to employ a dedicated sales and marketing director or manager themselves. I am hoping to be able to make a real difference for many of these businesses, but at a sensible return on investment for them. If anyone in the trade would like an informal chat about their sales and marketing strategy and what they could do to improve it, I’d be delighted to pop in and spend some time with them.”

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