

e-Business Case Study

firststarmobile.co.uk, Stockton, UK



Sector; Mobile Phones

Technology; e-Commerce

Location; Urban

"We liaised with Neil and Alistair at JLWeb, a Catalyst approved supplier, over the general design layout and content, and they produced exactly what we needed"

Graham Hatch, Partner

Opposite, from left to right; Martyn Robson of firststarmobile.co.uk, John Leggett of JLWeb and Graham Hatch of firststarmobile.co.uk next to the River Tees at Yarm

For more information on this project, contact n-e-life.com on +44(0)191 487 2002 or e-mail enquiries@n-e-life.co.uk

Background

With a collective retail background of nearly 30 years in management and sales, business partners Graham Hatch and Martyn Robson chose to enter the growing online marketplace. Their most recent experience has been in the mobile communications sector, and the new business was seen as a logical way to use that knowledge.

To help grow the business, the company applied to the Catalyst project, which was funded by One NorthEast (ONE), the Regional Development Agency for the North East of England. Catalyst was run by n-e-life.com on behalf of ONE.

Their new website is currently able to offer a wide range of mobile accessories including SIM and memory cards, and will soon offer two way radios and SIM free phones. They are able to offer car kit installations, and a phone repair service, too. Additionally, they provide a ringtone and game download service, and will soon expand to offer contract phone connections.

"We have accounts with several UK distributors. We are looking to increase this in the next few months, allowing more choice for customers, including products such as satellite navigation and two way radios," states Graham.

Why did the Company need to act?

"It's a new venture, but shop premises have high overheads, and because of the growth in online sales it was the right way for us to go."

What did the Company do?

Martyn comments, "We approached the Catalyst project and attended their regional seminar at Billingham, which explained how they may be able to help with funding."

What has been the result?

Graham is enthusiastic about the results, "We were granted funding by Catalyst, and work began on the site. We liaised with Neil and Alistair at JLWeb, a Catalyst approved supplier, over the general design layout and content, and they produced exactly what we needed. Helpful would be an understatement as far as John, Neil and Alistair are concerned!"

"Our medium term aim is to employ a dedicated sales consultant to break into the business sector. We will be seeking an experienced sales professional who has knowledge of the industry," Graham explains."

"Our thanks go to Catalyst and n-e-life.com for their support and help, but a special thanks to John, Neil and Alistair at JLWeb for such a professional service". A ringing endorsement!

Contact; Graham Hatch, Partner, [firststarmobile.co.uk](http://www.firststarmobile.co.uk), Suite 202, Stockton Business Centre, 70-74 Brunswick St, Stockton, TS18 1DW, United Kingdom. Tel; +44(0)7719 608205. Email: graham@firststarmobile.co.uk
Web: <http://www.firststarmobile.co.uk>

Below; The Tees Barrage, near Middlesbrough

