

**Mains Gas**



# Small business advice in your region

**East Midlands**

**FLO** **GAS**



**Running your own business can be rewarding and potentially lucrative, but making a success of your venture undoubtedly brings its challenges.**

From getting your marketing right and retaining your top talent to finding a reliable and competitively priced energy supply, there's a lot to think about.

In this eBook, we offer some useful tips to entrepreneurs in the areas local to Flogas; East Midlands, including how to find the best deals on mains gas for your firm. We also provide details on some of the small business success stories in East Midlands counties.



# Small Business Essentials:

## ✓ A Checklist

No matter where your business is based, there are certain issues you'll need to focus on if you're to achieve your entrepreneurial goals. In this section, we look at some smart choices for small businesses by providing insights from companies with a proven track record across East Midlands.

### Spread the word through social media

Marketing campaigns can cost small companies a lot of money, but one form of promotion that's inexpensive and yet has the potential to be highly effective is social media. You can reach out to customers across your area and further afield using these sites and spread the word about your products or services. There are more than 120 social networks now, and it's important that you focus your attention on the sites your customers are most likely to use. If you have limited resources, it may be best to focus on one or two networks to begin with. Facebook is the biggest network globally, with around 1.3 billion users, while the micro-blogging platform Twitter is also hugely popular, boasting approximately 271 million active users.

Sites like these can be a great place to offer deals and you can increase customer loyalty by providing exclusive offers and content for people who follow your brand on social media. Also, posting engaging blogs, videos, pictures and other content can help to raise your brand presence. To get the most out of your social media marketing, make sure you monitor your profiles on a regular basis and interact with others by sparking conversations and replying to comments.



## Look after your employees

Especially when you're under pressure and your mind is on other things, it's all too easy to take your employees for granted. However, doing so could spell disaster for your company. The fact is, workers are the lifeblood of any organisation and if you want to retain your top talent, it's essential that you treat your personnel well. There are some relatively simple yet very effective steps you can take to demonstrate to your employees that you value them and the work they do for your business.

For example, make sure you take the time to show your appreciation for staff members' hard work. From informal acknowledgements to formal reward structures, there are a range of ways you can do this. Give your personnel opportunities to progress too. By providing them with suitable training and giving them the chance to work towards promotions, you can help maintain high levels of motivation and engagement. Talking to your workers on a regular basis and giving them the chance to raise any concerns or issues is also important, and to foster a friendly, functional atmosphere between colleagues, consider running team building activities from time to time.

## Never stand still

The business world never rests, and so if you're to remain competitive in your industry, you'll have to continue to innovate and develop. This means continually looking for ways to enhance your products or services and, if necessary, investing in new equipment and implementing new processes. Conducting regular market research should help you stay in tune with your customers and enable you to keep in touch with developments in your industry.

## Get the best deal on your energy – including your business gas

Keeping your business costs in check can be difficult. In fact, the latest Cost of Doing Business survey, conducted by the Forum of Private Business in September 2015, revealed that 86% of companies saw an overall increase in their costs over the preceding 12 months. Gas and electricity are major expenses for many companies. So, to help you minimise your overheads, it's vital that you get the best possible deal on your energy, including your mains gas.

Don't simply rush to sign up to the first deal you see, even if you feel under pressure to make a decision. Shopping around could save you a considerable sum over the long term. Bear in mind that because most businesses use more energy than the average home, they can often negotiate better prices from suppliers. At Flogas, we offer competitively priced, reliable mains gas to a range of companies and can save them up to 45% on their gas spending. From manufacturers to caterers, a variety of businesses rely on us to provide cost effective mains gas.





# East Midlands small business success stories

With a population of nearly one million, Leicestershire has long been a centre of industry and commerce. Engineering is a major sector in the county, with companies like sports car manufacturer Noble Automotive and sheet metal specialist Metalfacture based there. Farming, food production and leisure and tourism are also thriving sectors. Of course, companies in all of these industries need power to run, and many rely on mains gas to keep their operations going. From powering the machinery in industrial plants to providing energy for heating systems and commercial cooking facilities, it is used in a variety of different ways.

Derbyshire is rich in natural mineral resources, including coal, lead, iron and limestone. People have been tapping into these reserves for millennia and companies in the county are now involved in everything from quarrying to steelmaking and cement production. The area is also an engineering and manufacturing hub for the automotive, aerospace and rail industries. Companies such as Toyota, Rolls Royce and

Bombardier all have bases there. Many of these companies have significant energy demands and utilise mains gas to help power their plants. Firms in the logistics, research and development and tourism sectors are also helping to strengthen the local economy.

Nottinghamshire is home to the headquarters of companies including credit referencing agency Experian, franchised motor dealers Pendragon and financial services provider Capital One, Nottingham has a diverse economy. Thriving sectors in the county include life sciences, low-carbon technologies, digital media, leisure, retail and financial and business services. In 2003, BioCity Nottingham was established. A hub for biosciences, it provides accommodation, access to investment, shared services, business support, training and access to high-end equipment to new and growing businesses in this field. These companies, and many of the other enterprises operating in Nottinghamshire, often require reliable and affordable mains gas supplies in order to function.

## A small business success story in the East Midlands area:



Flogas provided me with competitive pricing and help to reduce my gas bill. Flogas are also a customer of mine so we have a customer/supplier relationship. A great company to work with and I particularly like having a dedicated account manager; one point of contact to manage whatever queries or questions I have.

Darren Painter CertRP | Director, Reynolds Recruitment, Attenborough, Nottingham





# Our products & services

Getting affordable and dependable mains gas supplies is essential if you're to control your costs and ensure the smooth running of your company. At Flogas, we know how important this issue is to businesses across the Leicestershire, Derbyshire and Nottinghamshire areas, and elsewhere around the country. If you come to us for your business gas, you stand to make significant savings. In fact, we could cut your bills by up to £300 a year. Signing up to our service is quick and simple, and you'll benefit from having your own personal account manager. If you're switching from another provider, we'll arrange this for you and the process could be completed in under four weeks.

In addition, you'll have access to an easy-to-use online account that shows your bills and provides a range of reporting tools that allow you to monitor your gas usage and forecast your future spending. Our highly competitive fixed tariffs are easy to understand, meaning you'll have one less thing to worry about while running your firm.

**There's no denying the fact that heading up a successful business takes skill and dedication, but following the advice in this eBook should make this more straight-forward. We hope you've found it useful.**