

THE GOOD COMPANIONS

Where friends meet, eat and drink.

24th March 2010

Dear Sir

In life we tend to forget the congratulations and the thanks that are deserved by individuals and companies that help each other, so I thought I would take a couple of minutes to do just that

In November 2007 I purchased the lease of The Good Companions in Warlingham, my new life began and seemed well with things going ok

After about 6 months it became apparent that perhaps this was the worst time ever to have purchased a pub, we went from good to bad and given some more time, turned into a nightmare

I remember a time that I thought my world had collapsed, I could not afford my VAT bill, a couple of suppliers had put us on stop and to top it all, the bank would not help in any way what-so-ever I really thought that I was going to lose my business, my home and be faced with bankruptcy

I contacted my regional manager from Enterprise and had a meeting to explain what had happened and that I could not see a way out of all this mess, the U.K had some 50 pubs a week closing at this time and I was sure I was going to be one of those pubs very soon

Enterprise at that time had a lot of bad publicity, with pubs claiming that Enterprise would not help or support in any way during this recession, so it came as a surprise when you did offer a rent concession and put me on your business recovery scheme

At that time I really did not think that this was going to help but had no other option but to hope that Enterprise did know what to do for the best

You offered the WILMA programme to me free of charge in March 2009

I was sceptical as to whether this programme would actually do any good at that time, but went along to see what I could learn

Well, what can I say... The WILMA programme is an absolute must for landlords

Without any doubt what-so-ever, I would not have survived financially the last year even with a rent concession without the knowledge that this programme gave me

I have reduced my overheads by **tens of thousands** just by some very easy steps in the last year

If I was to pick out what has made the biggest change, it would be that I no longer work in my business, I work on my business!!!

THE GOOD COMPANIONS

Where friends meet, eat and drink.

Even now, a year later I am still working on what the WILMA programme taught me, and am still reducing my overheads every day

My accounts clearly show that from the very week after I started the WILMA programme my pub has turned around and is continuing to grow into a profitable business

I recently went on your FRED training day with my partner and we found this day to be very helpful We now know why our potential food customers do not come into the pub to eat With your training and our new understanding of this we have decided to change the layout of our pub and are revamping our menu. With the ideas and knowledge gained from your FRED training course we are able to do this at a low cost and will hopefully start gaining more customers wanting to eat in the very near future

I feel very strongly that the support you have given me in the last year with training has helped me turn my business into a profitable business and although I have a long way to go, I would not have been able to do this without your support

I would like to thank Enterprise as a whole for the support you have given me in the past year and look forward to a continued relationship with you

I would specially like to say a very big thank you to all those involved in the WILMA programme, I would not be in business if it wasn't for your programme, please forward my thanks to them all

With many Thanks



Mark Henderson