



Platinum Electrical Contractors - The Business

Platinum Electrical Contractors (PEC) is a multi award winning business, specialising in electrical repair, maintenance and installation within the industrial and commercial markets.

It started as every other 'man in a van' business does, with the founder Joshua Nicholls working out in the field during the day and completing paperwork at night on his bedroom floor in his parents house. From its humble beginnings, Platinum Electrical has now grown to include over 30 staff members and its impressive growth has attracted much media attention and prestigious small business awards including recently being named the winner of the Panasonic Australia Business Award at the 2007 Telstra NSW Business Awards.



Successful Growth

Staying true to the values that made you successful in the beginning, provide the guide for the growth of tomorrow..

The Challenge

The key challenge for Platinum Electrical Contractors was one of having the founding concepts of ownership, drive and exceptional service, provide the next stage of growth for the business. As a result, the key objectives for Platinum Electrical Contractors were to:

- Establish a market presence in the domestic electrical contracting industry
- Achieve growth through the NSW market
- Provide a Human Resource strategy that facilitated service excellence and maintaining as a core competitive advantage
- Develop a suitable organisational structure that would support growth initiatives

The Solution

A thorough analysis of the Platinum Electrical Contractors business revealed that the current challenges of the business would be overcome by developing a distribution strategy using franchising to grow the market presence in both corporate and consumer markets.

The structure of the owner operator business, and its constant evolution, would prove invaluable for the continued growth and development of the owner operator business model and Platinum Electrical Contractors as a whole. The head office infrastructure requirements were evaluated and resulted in the corporatisation of the business. Combined with infrastructure developments including Information Technology, Platinum Electrical Contractors provided a viable alternative to the traditional 'man in a van sparky'.



Distribution is the key

The way you offer your product to the consumer will determine the success of the business

The Outcomes

The distribution system development has provided Platinum Electrical Contractors with the platform to achieve their objectives of:

- Extending their market share of industrial clients
- Growing into the domestic market
- Developing highly motivated representatives of Platinum Electrical Contractors
- Developing the policies to facilitate owner operator growth
- A formalised and structured franchise recruitment and screening process
- Developing the operational policies and guidelines
- Developing a 'business in a box' solution, which allows operators to focus on service delivery while head office provides back office business systems and support

DC Strategy Contact Details

International Head Office

Level 5, 530 Collins Street,
Melbourne VIC 3000 Australia

growth@dcstrategy.com

www.dcstrategy.com

Australia

Melbourne +61 (0)3 8102 9200

Sydney +61 (0)2 8220 8700

Brisbane +61 (0)7 3015 7600

Perth +61 (0)8 6222 1011

Canberra +61 (0)2 8220 8700