

Location Location Location

Alan Bye, Managing Director, apb DISPLAYS

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1. What was your motivating factor in setting up your own business?

I was made redundant by NDI back in 1981 and took the opportunity to consider what I wanted to do next career-wise. I'd always wanted to set up on my own and a lot of it was down to timing. I was lucky that my key client at the time – British Airways - agreed to stick with me! In fact, they are still a client today. Since setting up in Falkirk I've grown the business to 10 full time staff.

2. Why did you decide to locate in the Falkirk area?

A combination of factors such as its excellent transport links attracted me to Falkirk. The original workshop I bought in the town 16 years ago was probably one of the best business investments I've made.

3. Describe your typical customer?

Our customers demand a fast and efficient service. Price is not always the most important factor when it comes to selecting a service like ours. I'd like to think that we compete not only on price but on our level of value added quality service.

4. What's your best piece of advice to someone setting up a business in the Falkirk area?

I think one of the most important things for start-ups is to prioritise marketing, whether it be advertising, PR or word of mouth, it's important at the beginning to let people know you exist. There is still room for more new business opportunities in the area.

5. How would you describe the business community in three words?

Exciting Prospects for the Future.

6. What would you like to see happen in the area in the next five years?

I'd like to see some improvements to Falkirk's town centre. It has the potential to be far more attractive and dynamic than it is at the moment. Business with a presence in the town centre should be offered incentives to improving how they look and what they offer.

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