

Location Location Location

Pierre Renjard is well-known for his exquisite dishes at his restaurant in the Grahams Road, Falkirk. The father-of-three explains why he decided to locate in Falkirk.

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

I decided to fulfil my life-long ambition of running my own business back in 1978 when I had worked for a series of hotels and large companies. I really wasn't happy or satisfied working for other people in organisations which I felt lacked the personality you get in small businesses.

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

I've lived in the area for a long time now. I came to visit one year to learn English and liked it so much that I decided to stay! A further motivating factor in terms of setting up a business in the area was the affordable premises that you just can't get in Edinburgh or Glasgow.

3. Describe your typical customer - and why you love them?

I've got a very loyal clientele, some of my customers have been visiting the restaurant for over 25 years. Customers here are open to trying new things. They like to spend money and they know how to enjoy themselves more than some other parts of the country. Falkirk customers appreciate good quality food and value for money.

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

Don't try and kid anyone in Falkirk, the customers are savvy. Deliver value for money and good service and it will be appreciated. Be realistic and trust the client.

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

The Falkirk business community is alive, forward looking, continually developing and never stands still.

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

I'd like to see the same amount of emphasis on tourism as we've seen lately in the area. The Falkirk Wheel has been a big help and I think increased efforts where tourism is concerned is starting to bear fruit.

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