

'Old' web business seeks new challenges

When Jenny Mogford launched InternetNow! ten years ago, the web was in its infancy and few smaller businesses were aware of its potential. With help from Business Link, InternetNow! has successfully ridden the highs and lows of the internet's growth and is now working with Business Link to plan for the decade.

The Challenge

"When we first started InternetNow!, offering website design and online publishing services, the web was still relatively new and most companies did not even use emails," says Jenny, reflecting on the early days of the internet revolution.

"We needed help targeting the right markets and Business Link were there to help us tap in to those early adopters who wanted a website." Since then, both Jenny and InternetNow! have become well known in the company's home town of Peterborough, where Jenny is an active participant in local women's enterprise organisations.

"Although we have continued to use Business Link for support, it was when we reached our tenth anniversary that we knew we needed to make changes and get someone from outside to look at the business with a fresh eye," says Jenny.

So she got in touch with Business Link and was introduced to Adviser Peter Mulhall, who takes up the story:

"It's a tremendous achievement for a business to survive for ten years in the tough web agency sector – in fact in any sector in today's business climate – and Jenny has not just survived but prospered too."



Peter knew that Jenny was not looking to take over the whole web sector with ambitious growth strategies, but she did want to ensure the business was on a sound footing to keep trading for another ten years.

The Solution

At their first meeting, Peter questioned Jenny closely about a wide range of issues as he began to build up a total picture of the business using Business Link's diagnostic tool. "Peter asked all the right questions, probing carefully to tease out all the relevant

information," remembers Jenny, "and he made me think about some issues that I simply hadn't considered before."

Together, Jenny and Peter developed an action plan that included looking at some elements of the business model, such as: using sub-contractors to bring on board new skills; a greater focus on target markets; and identifying non-core elements of the business that Jenny could wind-down or sell-off. Peter also recommended that Jenny attend some of Business Link's workshops and courses, including one on developing a healthy work-life balance, and others linked with successfully running a family business.

"These events are great", says Jenny, "because they package all the information you need to know about a topic into a two-hour slot, saving you from having to do the research yourself. I felt totally reinvigorated and motivated after attending them, and they were also great opportunities to network."

The Impact

Jenny has found it invaluable having an independent and impartial business expert, who she can talk to in confidence about the most basic or complex business issues. "There are just some things you can't talk to friends and business contacts about," she explains, "and with the best intentions they don't always tell you what you need to hear, but what they think you want to hear."

Peter is pleased to help. "Jenny has a great track record on which to build and knows the solutions she needs to put in place; I simply facilitate her journey to finding them." Armed with new resolve based on the support from Business Link, Jenny plans to focus the future of the company on her core website creation activities. "With Business Link's help," she concludes, "InternetNow! can really build on its first successful decade, and I'm certain the next 10 years will bring even greater rewards."

Having an independent and impartial adviser gives me someone to be accountable to – this is of tremendous value when you are your own boss
 Jenny Mogford, Partner, InternetNow!

Could YOU benefit from Business Link's free, independent and impartial advice?
 Contact us now to find out what we could do for your business:

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