

Consolewerks

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Lee Price,
Founder and Managing Director

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Consolewerks from start-up to nationwide business

Consolewerks provides a specialist repair service for computer games consoles such as the Wii, PlayStation and Xbox at its offices in Basildon, Essex. Since its formation as a start-up in 2004, it has grown into a company capable of managing a nationwide repair programme for a leading electrical consumer goods retailer.

Despite its rapid success, founder and Managing Director, Lee Price admits the business began almost by accident. "I was working for a company repairing computers when a friend asked me to repair a games console. Word soon spread and I realised that there was an opportunity for a business. Essex is a particularly good market for our type of service, so I was able to grow quickly through local contacts. Initially, I carried out the console repairs at home, part time, but soon recognised that the arrangements were impractical."

Lee contacted the Essex Enterprise Centre at Basildon which provided him with affordable business premises and gave him room for further

growth. Just as important was the availability of professional advice and guidance for budding entrepreneurs like Lee. The Centre provided counselling and business insight as well as specific advice on areas such as accountancy which helped Lee to manage his growing business effectively.

"I knew there was good market potential for a specialist repair service," he says. "There are almost as many games consoles as home computers in the UK, but I didn't have the business knowledge to take advantage of the opportunities. The Essex Enterprise Centre gave me the support I needed to take the business forward."

Initially, the business expanded locally as games store owners recognised the speed and quality of service available from Consolewerks. However, the major break came when the company won a national contract with Comet, a leading electrical consumer goods retailer. The volume of work from that contract meant that the company had to move to larger premises in Basildon.

Lee had no hesitation about keeping his business in Essex. "We were keen to stay in the area," he says.



"The Essex transport infrastructure makes it easy for us to collect and deliver repair products and spare parts by courier to anywhere in the UK. We also find that many console owners like to visit us when they need repairs, so it's convenient that we are within an hour's drive of London and most of Essex."

Relocation to larger premises and easy access to a national marketplace has put the business on a firm footing and contributed to its continuing commercial success. In recognition of its achievements, Consolewerks became a finalist in the 2009 Basildon Business Awards and won 'Growing Business of the Year'.

Looking ahead, Lee believes that Essex will continue to play a key part in the company's future. "We recognise the importance of our Essex base," says Lee Price. "We have had great advice and support from business agencies and we will continue to grow by building from our central operation."



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INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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