



THE ALTERNATIVE BOARD®

Shared Wisdom, Bottom Line Success

A Self-Made “Man and a Van” LEADS TO A SUCCESSFUL GARAGE

LEAVING SCHOOL AT THE AGE OF 16, MARK FRANKLAND,

owner of Motor Marque, always knew that he wanted to run his own business to fulfil his passion for engines and cars. Mark saved up his cash whilst working as an apprentice, and, at 20 years old, he bought a branded van and became a mobile car mechanic. Running his ‘man and a van’ business for two years, Mark then progressed to investing in his first garage.

THE BUSINESS WAS IN DIRE STRAITS,

but Mark and a couple of his staff turned the business around to become a successful and reputable garage.

This was when their biggest challenge came! With 6 months' notice, the landlord asked them to leave the premises but finding an alternative location was not looking promising. Then along came the opportunity of an 11,000-square foot garage, five times the size of the last one. This was going to be a challenge, but one Mark felt was too good an opportunity to pass by so put everything he had on the line and bit the bullet!

Four years on, Mark now has a £1m turnover garage business. And to what does he attribute his success? Nothing more complicated than hard work, a great team and the eagerness to learn from other people – especially his TAB Board and Facilitator.

Transitioning from being a hands-on mechanic to the role of Managing Director wasn't always easy, and was one sacrifice he had to make to grow the business.

The Motor Marque team is one of the business' greatest assets. Mark has worked hard to build an effective and supportive team in which he has confidence, enabling him to step away from the shop floor, don his shirt and tie and "stop doing the grubby work!"



One of Mark's key ambitions is to give garages a good reputation. "People don't realise that there is no government regulation in the car servicing industry – anyone can fit new brakes! I want to play my part in making the industry credible and improve customer confidence."

Despite building a successful business, Mark is still eager to develop and improve further, which was why he could see the benefit of joining TAB.

"Having sensible, like-minded people to share things with is essential for any business owner," Mark explains.



"The direct questioning from my Facilitator and TAB Board Members is as important as the advice they give me – it really gives clarity to my thoughts and ideas. Having a direct link to experienced business owners is genuinely making some of my decisions easier and clearer," he adds. "And using KPIs to monitor performance was new to me but has been a great enhancement."

"TAB Board meetings are a safe place where I can discuss the deepest of business issues," Mark says.

With 50% of Motor Marque's business coming through referral, they are obviously doing something right!