



### Success stories

## Pivoting a family business

Keeping the company relevant in today's market.



Taking the reins of the family business, Sophie had the task of reinvigorating Quickmail and pivoting it towards a new area of growth.

## Change Needed

Sophie Stott, Managing Director, Quickmail, took over management of the company from her parents and knew change was needed. The business had built a successful operation in bulk mail printing, preparation and distribution. Yet it was apparent that this market was moving from a bulk business to a niche.

A growing sector able to offset this shrinking mail market was third-party logistics (3PL). Sophie saw how the skills and resources at Quickmail could be redeployed to support 3PL needs of other companies selling products online.

This was an inflection point for Quickmail, and a chance to re-energise

the company by moving in a new direction.

## Pivoting with EP

With the support of Growth Facilitator Andrew Canion, Sophie was able to identify what needed to change. This including the development of a new strategic plan and an investment in a software platform to help manage third-party inventory and track time and storage volume use for the purpose of billing.

Leveraging the Entrepreneurs' Programme Growth Grant, Quickmail have been able to move forward and make meaningful investments in the business.

Quickmail customers report enjoying the friendly and responsive service, and Sophie and the Quickmail team are excited to see their company busy once more. Already they are facing their next challenge - needing more warehouse space!

“Pivoting the business has been hard, but we have appreciated the encouragement and support of the Entrepreneurs' Programme along the way. It has helped us become more aware of elements such as lean thinking.” *Sophie Stott*

## Journey just Beginning

With the Entrepreneurs' Programme Growth Roadmap having helped so successfully, now Quickmail are again working with Andrew as part of another project - moving Quickmail towards net zero carbon emissions.

This reflects new-found growth, confidence and ambition at Quickmail, following its successful pivot supported by the Entrepreneurs' Programme.