

Do you want to start your own Loo-seat business?

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What does the package include?

We suggest that you print this information and read at your leisure.

If of interest to you or someone in your family or circle of friends, then please phone Gwen Carruthers on 01360 850289.

About us

We have been making our totally unique loo-seats since we set up Ad-Loo about seven years.

We design and produce the seats in house using local labour.

You may well have seen our stand at Badminton, Burghley, game fairs, charity shows or some other major event where we have been promoting our seats and our web page.

We have developed designs that appeal to our customers who have a wide variety of tastes and interests.

We designed all of the equipment and techniques involved in making the loo seats.

Because of the unique way that our seats are made we are able to accept commissions to put customer's designs onto seats and also to exploit niche markets.

We have established a very successful business based on the concept that high quality decorated loo-seats with humour and covering specific interest areas are a must for stylish people of all ages.

The potential is huge – much more than we had anticipated when we started out.

As we near retirement we feel unable to expand as we would have done if we had been younger.

So we are offering a package of training and support to enable you to set up your own business along similar lines to Ad-Loo.

Who would the business suit?

The loo seat business would suit those wanting to: -

- a) Set up and grow a business using an established product
- b) Open new and untapped markets
- c) Have a business which fits into their life-style
- d) Tailor the size of the business to suit personal circumstances
- e) Have a business which could be run by family team
- f) Run a smaller business on a part time basis, perhaps providing a second income.

Whether looking to the future or coping with ever increasing financial commitments – your own business is the answer!

Training given

Everything you need to know about making the seats will be taught as part of the package. None of the procedures are difficult – but a bit of concentration is required!



All of these skills can be taught and proficiency will increase with practise and experience. Everybody involved in our business started off with absolutely no knowledge of decorated loo seats.

Skills required

In this world of web pages and emails, a basic level of computer literacy will be useful. These days, more and more contact with customers and suppliers is by email rather than by telephone. A higher level of competence is an advantage but not essential.

Marketing

We would discuss marketing with you at great length, including: -

- a) Advertising in relevant magazines, i.e. golf seats in golfing magazines, country-humour seats in country life-style magazines.
- b) Placing leaflets in newspapers and magazines
- c) Marketing is not an exact science; we once went to a local cat show with two cat seats and were overrun by people wanting their own cat on a seat – which is how we got started on commission work!
- d) It would be very useful if someone in the team was people/customer orientated and could get involved in placing advertisements, talking to customers and generally working on sales.

Designs and patterns

Much of the business is centred on developing designs to suit either existing markets or generating ideas for penetrating new markets. As you can see from our web site there are many areas of sport and humour that are just waiting to be expanded. We are constantly being asked for seats in areas which we do not currently cover, such as golf, dressage, show-jumping, rugby, football, snooker etc.

So you have to decide which areas would suit you then find artwork and designs to put onto seats – maybe you could do drawings yourself or find artists to make pictures. None of this is difficult and can be great fun.

Suppliers

We use tried and tested suppliers, all of whom would be happy to supply your new business. This is probably advisable in the beginning but you might well want to have your own people eventually. All of the materials that we use are available nationally.

What does the Package Include

We offer a package of training, equipment and support which will enable you to acquire the skills and knowledge needed to set up in business for yourself. A full training manual on all aspects of the business will be supplied and will be an excellent reference.

You would come to our premises to see how we operate and have hands-on training on all aspects of making loo seats.

We will supply all necessary equipment.

We will provide details of proven suppliers.

Using our experience and knowledge we can help you to develop a good business model and enable you get started in business. We can advise you and support you and help you to avoid potential pitfalls.

We will discuss many related subjects including web sites, leaflets, price lists, business names and logos. The price of the package reflects the quality and uniqueness of the product and the extent of the training and support given.

If you are interested and need more details of the package please phone Gwen Carruthers on 01360 850289. Price information and details will only be given by phone.