

Unlocking Cornish Potential and the Retail Sector



Award Winner with Dash (SW) Ltd

Mark Jones from Dash (SW) Ltd in Redruth walked away with the **Catalyst for Business Growth** award at the 2007 Unlocking Cornish Potential (UCP) Awards.

Mark joined the company through the UCP project, which places graduates into Cornish businesses to undertake a business development project.

Dash is a family run business which operates in the newspaper industry, delivering wholesale goods and newspapers to over 300 retailers. The company wanted to capitalise on their enviable position in the market by developing an e-commerce site. With his degree in Business & Marketing Mark was in a great position to undertake the challenge.

Mark successfully launched two websites for the business, www.dash4yourshop.co.uk (for retailers) and www.dash4it.co.uk aimed directly at consumers and now one of the largest online suppliers of Ordnance Survey maps. The websites have outstripped all expectations and as a consequence two new positions have been created. Mark is still with the company as their Business Development Manager.



Currently working with GUL

GUL International Ltd is a Cornish company that design and distribute sports apparel worldwide. The company have been at the forefront of British wetsuit development for over 30 years and also develop water sports and sailing apparel along with their equestrian division Woof Wear. The business needed a Technical Designer to join their team to help to create designs, source suitable materials, create size charts and produce specifications for manufacture. Libby McNerney had experience of working with Puma and a degree in Performance Sportswear Design, so was the perfect candidate for GUL. Libby was also one of the stars of our 2007 UCP DVD where she, and other UCP graduates and companies, shared their experience of the programme.

To find out more information about Unlocking Cornish Potential please visit www.unlockingcornishpotential.co.uk, e-mail ucp@cornwall.ac.uk or call 01209 617664



Success at Seasalt

Unlocking Cornish Potential have worked with Cornish brand Seasalt on a number of projects over the years.

Sophie Treloar joined the business in 2005 as a Designer, responsible for taking a key role in developing their new lines. Following the project Sophie remains with the business and has seen them through their brand change from Wildlife to Seasalt.

Matt Johnson has just recently completed his project as a Graphic Designer with the company. Seasalt needed to bring design 'in house', where it was previously outsourced and wanted an individual who could develop a series of brand guidelines, re-develop the website and work on packaging.

Matt's project has been so successful that he is also staying with the company to continue developing his career.



Currently working with Uneeka

Uneeka are a retail organisation committed to the promotion of fair and ethical trading. They have successfully established retail premises in Truro and Padstow and for them the next stage was to develop their on-line presence. Lauren Faulker joined the company with a background and experience in marketing and web management and is undertaking the development of www.uneeka.com.

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