

Since Business Link Northwest was launched in April 2007, thousands of companies in Greater Manchester have accessed its free-to-use business support and information service.

**R**e-organised from five local Business Links into one regional organisation, customers are welcoming the new, flexible approach that is providing support to established businesses and start-up enterprises alike.

With an annual income of £18 million and a projected staff of 300, it manages the 'Train to Gain' programme, works closely with UKTI and the Manufacturing Advisory Service and acts as a gateway to the new start-up support programme A4E.

Business Link Northwest has also increased the number of staff working on the ground with businesses throughout the area and extended its opening hours. There are now over 30 brokers in Greater Manchester helping small and medium size companies in the region's key growth sectors improve their competitiveness.

Steve Connolly, Business Link's Relationship Manager for Greater Manchester said: "Our website not only brings together national resources, it also offers information tailored to the region to make the site more relevant and focused on the needs of local companies. There are over 500 information guides covering issues from finance and sales to marketing and IT. What's more, there are practical interactive tools to help businesses write a marketing plan, create contracts of employment and get the best out of e-commerce.

"We are working in a variety of ways to engage with businesses every day. Our aim is simple. We want to help businesses to flourish and grow, and in turn, contribute to the region's prosperity. We'll achieve this by striving to meet the needs of the area's businesses through a straightforward, accessible and responsive service that delivers results for our customers."

Tel. 0845 00 66 888 | [www.businesslink.gov.uk/northwest](http://www.businesslink.gov.uk/northwest)

## CASE STUDY

### A Recipe for Success at Deliz



When Umar Mohammed and Ahmed Suleman took over Deliz in 2007, a chapatti manufacturing company, they were determined to reinvigorate the company. Umar approached Bolton Council who pointed him in the direction of Business Link Northwest.

Umar said: "When I approached Business Link Northwest, I was allocated a business broker who specialised in the food and drink industry.

"With guidance, we researched different markets and established that the snack market had great potential. Business Link then introduced us to a department at Manchester University which was able to help with new product development and testing. We also enrolled on a marketing course which gave us some great advice on the Deliz branding."

Following the extensive product development, Deliz took the decision to outsource the manufacturing of its products so that the business duo could focus on the sales and marketing of the brand.

As a result, Deliz is about to launch One Dip, a tray of bite-size naans and bite-size poppadoms with a dip that has been developed for sports and event stadiums. Additional trials are now due to start on a bite-size product range.

Umar concludes; "We were so impressed by the standard of the guidance and level of expertise that Business Link was able to offer to us. It has completely changed the entire philosophy of Deliz, and most importantly we are very confident in both our new business model and also our products."