

# “A REAL DRIVING FORCE”

**Name:** Louis Hirschorn

**Occupation:** Joint MD with his wife Karin of Biosculpture for the South, Midlands and the whole of Scotland.

**Company Location:** Fleet, Hampshire

**Started:** 1997

**Profile:** Bisoculpture Gel is the healthy alternative to nail colour, supplying direct to salon owners and nail technicians.

**Objective:** To bring in outside assistance to develop an efficient working structure and therefore allow for strategic rather than passive growth, as had currently happened.

## How did it all start with JFP?

We started with a planning day, just Karin and me. Karin can be quite sceptical and wasn't sure if she wanted to take it forward after this day, so JFP addressed this head on. They explained that if we were not totally convinced about it all then we shouldn't proceed. I think this is a very open and honest way of working.

## So the planning meeting really highlighted differences between you both with regards the business?

It bought out that we were viewing things from completely different angles. I think now we are much more in line with what's happening and we both know what each other is working on. JFP are also very good at understanding how to work with the individual to get the best results.

I actually joined the Biosculpture group some 5 or 6 years into it all. So at that point I was almost the fifth gear in the car, tagging along doing a little bit of this and a little bit of that and literally coming up to speed with it all. It was very difficult for me to try and put an alternative view on the table about things.

## So have JFP cemented some of your ideas?

Yes, because one meeting we had with them was purely on role establishment and who was responsible for what. That was great.

## And how have they helped you improve?

Most importantly they have given us a management structure. We now have monthly sales & marketing meetings and board meetings, that record regular information. Financially we also have a much clearer idea of exactly where we are, day to day. I feel that things are much tighter and neater than they were before.

## So did JFP initially give you a plan to work to?

Yes and the first part of this was to address our IT, as we didn't have a suitable system in place. Previously we didn't think we needed to spend the money. JFP however, have shown us that getting an effective IT structure and good website in place, can really help the efficiency of a business. Its also made me feel much more comfortable too.

## So have they been flexible to your specific needs?

I think there have been certain things with that they have allowed us some flexibility over, especially in making Karin feel more comfortable. But with other things, they have been very driven in getting them all put into place. For example, at one stage, because there were quite a lot of technical difficulties with the new IT system, I must admit that if JFP had not been on board I think I would have let it all go and all our hard work would have been lost. They have been a real driving force for us.

JFP were able to assess our problems very, very accurately at an early stage. They put them down on paper and give us clear ways of addressing them. Some of these I knew, whilst others they identified. They generally have a very good feel for a business and will make it happen. I think that is quite a gift.

## But they adapt well to working with individuals?

They are definitely very good at working with individuals and work very well at the top level too. They have made my wife feel comfortable in the way that they work with her, whilst I know they work very differently with me.

## So have you increased business?

Yes especially in the last 3 months. I don't know whether its because our business structure has changed or our attitude has improved or even whether we are just talking more confidently to clients because this is now all in place, but there has been quite a bit of definite growth in this last year. It may also be because we can now automatically see it in the figures, whereas we couldn't before!

I sometimes feel that JFP probably want our business to achieve the goals we want as much as we do. They are clearly driven by success, irrespective of what they will get out of it.

## And it sounds like you're enjoying it more too?

I definitely enjoy it more now, as I'm not so involved in the nitty-gritty. I know exactly where the company is and where it's going. That makes me feel a lot more confident. JFP have certainly helped with this.

I also really enjoy working with them and I can honestly say that all of the meetings we have had, something positive has come out of them.