

Sage 50 Accounts: Case studies

Twins UK

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We asked Delyth Raffell, Owner of Twins UK, to tell us about the present status of her business:

"I believe I have laid strong foundations for growth with a clearly defined corporate image and brand and will continue to build on this over the coming years. I have been successful in gaining good sales and membership growth particularly in the last nine months. Most importantly, the feedback from my customers has been very positive and they are now starting to return on a regular basis.

"Prior to April 2007, I was also employed and ran the business on a part-time basis. Since focusing all of my efforts on growing the business, sales have doubled.

"Overall, I am pleased with the growth shown so far but there is still a lot of untapped potential which I aim to reach over the next two years whilst still maintaining my current customer base."

Delyth uses Sage 50 Financial Controller (now **Sage 50 Accounts Professional**) and the **Protx Payment System**.

"I chose Sage on the recommendation of a friend who had used Sage products before and found them easy to use and understand. I visited the Sage website and reviewed the functionality in each level of product and chose Financial Controller as not only would it meet my company's current needs but would allow my company 'room to grow'.

"I have attended a training course and am very happy with my decision as this package will deliver the results I require to manage my business effectively."

Delyth also appreciates the support she gets from **SageCover**:

"I like having the 'security net' of SageCover as the product is still relatively new to me and I know if I encounter any issues then I have a back-up which is manned by experienced people who will be able to help me resolve any issues I have. The information available on the website regarding FAQ is also very useful and I have used this in the past."

In looking to the future, Delyth's plans for Twins UK include continual customer focus, website re-development and further growth.