



PRESS RELEASE

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**"BECOMING A SUCCESSFUL HIGH GROWTH BUSINESS IS
SIMPLE" SAYS FOUNDING DIRECTORS - "WE JUST FOCUS ON
THE NEEDS OF THE MARKET, MAKE THE NECESSARY
INVESTMENTS AND DELIVER WHAT WE PROMISE"**

Winners of the 2003, Peterborough Evening Telegraph Small Growing Business Award, Precise Component Manufacture Limited (PCML), based in March, Cambs continue to grow & prosper in a volatile market by staying focused on their critical success factors.

When they first set up their contract manufacturing engineering business in August 2000, to provide specialist-engineering services to major players in high technology growth markets, Gavin Goates & Kevin Miller founder Directors felt that for PCML to be truly successful in terms of growth and profitability, they needed to focus on three key areas, which they know were crucially important to their markets.

Firstly they needed to develop a reputation as a company that delivered consistently high quality products on time, at truly competitive rates and to the highest specification.



Secondly they needed to be customer and their supply chain focused at all times through a totally motivated workforce of highly skilled personnel

Finally they needed to stay at the forefront of manufacturing technology, by developing effective partnerships with like-minded equipment suppliers and make the necessary investment in capital equipment & services, if they wanted to provide our customers with the very best service and at the same time stay ahead of our competitors.

By winning the **Small Growing Business Award**, PCML were able to show the judging panel how it had achieved sustained financial growth since it was launched, through the skills of its Managers and Workforce in the key business areas of finance, production, personnel, marketing and business planning.

More than three years from its launch PCML is still enjoying tremendous success. It exceeded its first year income & profitability target by 200%, doubled those figures again in 2002 and doubled them again in 2003, by turning over well in excess of £1 million. Along the way the company has invested over £400,000 in plant and equipment including several state of the art CNC machine tools. To cope with its rapid growth PCML has also increased its workforce to 23 full time employees from the 2 it initially set up with. Finally from its initial single startup unit on the Fenland Business Centre, PCML now occupies six units with plans to expand further.

Typically PCML's output can range from titanium and plastic implant components used by surgeons, completed assemblies for electro-mechanical DNA testing equipment, or complex high precision components used in electron beam microscopes.

'Thanks to the dedication, skills and hard work of all our employees we have developed an excellent reputation in our market place and we firmly believe that the Small Growing Business Award 2003 is recognition of that fact' said Gavin Goates & Kevin Miller founder Directors



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