

Web firm has designs on expansion



● Monitoring progress: Ray Manton, managing director of eC Plus.

WEBSITE design company, eC Plus, based in Kidderminster, is marking its fifth year in business by creating jobs and expanding.

Three new employees are being recruited while the firm has taken on extra office space to meet increasing demand for its services.

Ray Manton, the company's managing director, explained that the additional office space would provide improved facilities for visiting clients and improve customer care.

He added that there had been sustained business growth, year on year, with a portfolio of clients for customised web design. The firm aimed to double turnover during the next 12 months.

The expansion was also part of a long-term strategy to adopt a "big company structure", as well as reinforcing the

firm's diversity, said Mr Manton. "We are now well established in the industry but the plan is to continue growing," he explained.

"We will be taking on three new members of staff in the short term, strengthening both the development and design teams."

Among changes is the elevation of developer, Gavin Cox, to the position of director, while there are plans to recruit a full-time administrator, to enable Mr Manton to concentrate on developing the business.

Mr Manton said he believed eC Plus's policy of focusing on website design and development was key to its growth.

"Many companies attempt to combine marketing and web design, which very rarely works, as internet marketing is very different to other forms of

promotion," he explained.

"We wouldn't try to put a brochure together but we can design and develop a website that looks impressive and attracts lots of visitors."

He added: "Almost every week, we are visited by a client that has paid out lots of money to a web design company that has promised maximum exposure in search engines and failed to deliver."

"In this industry, it is too easy to operate without any standards, which is why we have worked hard to achieve accreditation from the Small Business Service, Chamber of Commerce and Business Link."

It was also important for web design businesses to keep pace with legislation, he added. "Ninety-five per cent of firms don't understand the founding principles of web design," he added.