



# ennis FOCUS

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## Business solutions for Ennis from Down Under

A BUSINESS advisory service, the concept for which was devised all the way down under in Australia, has arrived in Ennis, thanks to Castlebar native Ray Kenny.

Kenny recently established an Icon Business Solutions company on the Tulla Road and focusing on small to medium sized business owners, he aims to concentrate on the overall direction of any given business whilst improving revenue and profits.

- As the economic climate in the county town has seen better days with over 400 jobs being lost in under three years, one might think that the timing of establishing a business to advise other businesses might be too little too late. However, Kenny believes that the timing couldn't be better.

"I don't see a better time to start a business advisory service", says Kenny. "Businesses are currently trying to protect what they have built up. Business owners have to be more assertive right now and have

to make the effort. That's what we're here to help with."

Kenny does believe that these are difficult times for business owners in Ennis, but says the potential of the town has yet to be tapped into properly.

"Ennis is a boom town. You just have to look at the recent population increase to see that. But many business owners haven't tapped into that population surplus. The people who have moved to Ennis will have no loyalty to the town so they will travel to Limerick or Galway for a service. This is the market that Ennis needs to concentrate more upon."

He also sees Ennis as a decent location to establish a business, given it's location on the western seaboard. However, he says that the obvious drawback to locating in Ennis is its distance from Dublin.

"It takes about four hours to get to the capital, which might be too long for some business people. The rail link has to be improved because the current service is far from

good enough and its far from comfortable.

"We need more people making noise about the poor service to Dublin and the need to open Ennis to the west of the country via a proper rail line."

Though Kenny has been a resident of Ennis for a number of years, his previous experience includes involvement in businesses throughout Europe at managing director level. He is thus in the perfect position to understand the pressures involved in running a business.

"Many people who run their own business are technically skilled at what they are producing, but don't necessarily have the business experience or time required. They end up working between 60 and 100 hours a week as they struggle to manage staff, accounts, marketing, sales and customer satisfaction."

To this end, Kenny believes that his business can help.

"We take the approach of looking at what the business owner wants out of life. Be it

a jewellery business, a trucking company, or a restaurant, we find out what the owner wants from their life. It could be more time, money or enjoyment from the business.

"What we do is help people realise the importance of knowing what's going on with their competition in the next town, what's going on with their suppliers and what the future of their service is".

Kenny states that too many business owners get bogged down in the details and nit-picky of day to day business.

"We try and make people realise that they have to get the wider picture."

With much concern in recent times with a constant seepage of jobs out of the county town, perhaps Kenny's business can copper fasten the future of some of Ennis' small and medium sized companies.

To do this, even to a small degree, his business would surely be deemed a success by all of those interested in the economic future of Ennis.