

Business Link helps eyewear company set sights on fast online growth



Based in Peterborough, RxSport is an online retailer of prescription and non-prescription sports eyewear. The company has experienced rapid growth since starting online in March 2006 and has ambitious aspirations to become the name that sportsmen and women think of when looking for eyewear.

“As someone who had never traded online, I needed professional support to get RxSport off the ground. **James Coakley, RxSport**”

The company stocks brands including Oakley, Adidas, Nike and Quiksilver, all designed for specific kinds of sport from sailing to tennis. James Coakley, company director at RxSport explains: “As someone who had never traded online before, I needed professional support to get RxSport off the ground. I had no prior experience of online marketing or

website construction and, needless to say, this was an integral part of the overall business.” RxSport initially approached Business Link because of its reputation for integrity. By attending a series of Business Link courses on various areas of e-commerce, James was able to gain a clearer understanding of how to operate a business online.

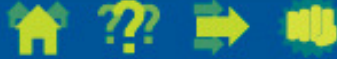
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CASE STUDY



Business Link advised on outsourcing the construction of the website to Web2Market and also put James in touch with PR and marketing company KAM Associates.

This support and advice led to the construction of a high quality and complex website as well as a series of press releases and endorsement from celebrity sportsman Steve Cram.

James explains: "The website is the most tangible impact of the help we have received from Business Link and it has received almost universally positive feedback from users. The fact that we have been able to build a business based solely around the site stands testament to the support we received from Business Link."

The future plan for RxSport is to expand its offering offline by looking into shops or concessions in larger stores. James is also looking to use the strength of the website to strengthen the position of the company on the web and establish RxSport as the sole name that people associate with sports eyewear.

"We would definitely talk to Business Link again," concludes James. "They can put you in touch with experts in quite specialised fields and, because these people are Business Link approved, you feel far more comfortable in taking their advice. When you are just starting out this is incredibly important."

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James Coakley, company director, RxSport

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