

Specialist pharmaceutical recruitment company

"We got in touch with North London Ltd through their website, they responded four days later with detailed market research for my new recruitment agency. They have been assisting us ever since including now on our latest project; looking at how we can work with the pharmaceutical manufacturing and licencing sector" Stanley Brown, Managing Director, M & B Medicals Group.



Learning about the biotechnology sector

North London Ltd have been helping Stanley Brown, the Managing Director of M & B Medicals Group, since before the company had its official launch. This was early in 2005 with market research into the local recruitment market and providing information on sources of finance. Stan took heed of the information we provided along with his own research and launched the business, soon registering his first clients.

M & B Medicals shortly moved into their own premises with new offices in Mill Hill, North London. The founding directors had to take on the services of freelance clerical staff to assist with the day to day administration – by using freelance staff M & B Medicals wisely gave themselves a safeguard whilst the business was growing.

As part of the company launch M & B Medicals commissioned their first website, considered essential for every business nowadays and quite possibly one of the most important marketing tools; shaping a clients first impressions. We conducted a professional and impartial review of the site offering advice from a clients perspective, and also from the experiences of managing our own independent web site. Following the website launch we advised Stan on the merits and process of mailshots to raise awareness and their profile.

In its second year M & B Medicals have survived as a new business and are now innovatively cementing their growth locally and in the sector. Their offer is a strong one, calling upon 40 years of relevant private sector experience between the directors alone.



"Dignity in Labour"

For further information visit www.mandbmedicals.co.uk



Our Opinion

"Each time I speak to Stan he has a new project under way to broaden and develop M & B Medicals, it's this innovative and robust attitude which has seen his new business survive, succeed and grow. Although we are not specialists in Stan's line of business, we do have the research tools, time and skills to collate some very important market information" Chris Ward, Research Manager, North London Ltd.