

Prospect: DMM

Founded in 1981 as Moorhouse Engineering in Bethesda, soon to become DMM and move to more suitable premises in Llanberis in 1986, the company celebrated 40 years of manufacturing in 2021. In 1981 the company employed just four people, and now forty years later we are an important employer in this area with just over 200 men and women on payroll.

The original premise of the founding directors was to make the best possible equipment at the best price. A simple premise you might think, but one that has remained central to our thinking over the intervening years, and one that has spurred us on to continue to develop and innovate, to bring unique and world leading products to the market.

From the very outset the company has developed products in two main areas; recreational climbing and mountaineering has developed alongside products aimed more at the more industrial markets. Both areas compliment each other and the areas of overlap benefit both sides. In short both sides of the business are important to sustain us in the future.

Innovation is key to our development, and we have continually invested not just in the fabric of the Factory, in plant, machinery, tooling etc but also in ambitious product development plans which can be very costly. However we recognise that it's not sufficient to stand still and copy, we need to lead the field in our specialist areas and over the years we have done just that and all from our base here in north Wales. We have a well trained and loyal workforce and have amassed a wealth of knowledge over the years which stands us in good stead as one of the leading brands in our field worldwide.

We have just added a large extension to the Factory site to allow us to lay out a purpose built Assembly area and also a CNC machining area. This was a considerable investment for the company, but as with all our other efforts, it will enable us to be more efficient, competitive, and maintain our unique position as the sole manufacturer of climbing hardware in the UK.

Avatar:



Jason Engineering apprentice.

Jason is a smart 19 year old that is very driven and motivated, he did well in school and attended a lot of after-school clubs but found his passion when he first started climbing club as an 11-year-old boy.

He did very well in his GCSEs in school gaining all A's and B's in all subjects. He enjoyed mathematics and anything that involved building and designing.

His father is a hard-working man and has been an engineer in the aerospace industry for coming up to 30 years, so naturally, Jason followed in his footsteps and is in the final year of his apprenticeship.

Jason spends every weekend seeking adventures in the mountains of north wales and the lake district. He loves everything about the outdoors but his number 1 passion is still rock climbing.

Jason enjoys engineering but most of the time always finds himself daydreaming of being out either climbing or in the mountains.

80% of Jason's colleagues all spend their weekends going to the pub and trying to pull girls but Jason just isn't a drinker and doesn't see the fun in it all, so he finds himself feeling like a bit of an outcast when he isn't out with his climbing friends.

DREAMSTATE:

Jason's dream is to become a well-qualified engineer and earn enough money to travel the world in his own campervan and climb in all different locations. He is on the right path to achieving his goal.

Roadblocks:

Jason's roadblocks he faces are the negativity he feels in work from feeling like an outcast. And the cost of climbing hardware while he is doing his apprenticeship.

Outreach email:

Subject line: Scaling new heights!

Hey Richard, I hope this email finds you well.

You continue to improve the standards of the hardware that you produce.

As such I would like to work with a company that shares my values such as yours.

As a rock climber of over 17 years, I can resonate with your audience.

Because of that, I have an idea that can help you achieve more sales by reaching out to your email list.

I have put together an example email for you, that you can send out to your mailing list.

It will gain you more interest in products and generate more revenue for you online.

Please let me know if you would like me to forward it.

Regards
Anthony.