



*Bob and Sylvia Maguire and Jeff Jennings beside one of their branded delivery vans*

## xchangelogowales not just for the big boys

Family run business 'Water for You' is a small firm based in Llanarthne, Carmarthenshire. Proprietors Sylvia and Bob Maguire and their nephew Jeff Jennings have been in the water business for a number of years. In 2003, they decided to go solo and form their own company. They now employ 5 local people to help them deliver locally sourced spring water and water dispensers. Their distinctive vans also help generate new business as they deliver water to customers located in all four corners of Wales.

The small team have grown their business mainly from word of mouth and recommendations. They have an excellent reputation for customer service and pride themselves on their personal relationship with all their clients. They run their business on an order as you need it basis, but they also run a 'kind of milk round'

*Sylvia Maguire commenting on the xchangelogowales eTrading registration process:*

*"pretty painless and straightforward, members of the Gwalia team were always available with some friendly advice when I needed it."*

calling on their larger customers on a regular basis and making sure that their water requirements are always fulfilled.



*Sylvia at work on the xchangewales supplier portal*

Bob and Jeff are proud to declare that *“Anyone is welcome at anytime to come and see the source of the spring water at Hafod Estate - unlike some natural spring water sources, you don’t need to make an appointment weeks in advance”*. The standards at Hafod Estate match their own in terms of hygiene and quality - the rumours that some bottled water sits around for years before it gets to the table is certainly not the case here.

The company which has now been in operation for nearly six years has built up its customer base from 0 to over 1000. Their customers vary from large corporates down to smaller local businesses – hairdressers, estate agents, care homes etc. One of their larger customers is local Housing Authority, Grŵp Gwalia.

Grŵp Gwalia have recently been going through considerable business development and change. Part of this change has been the introduction of electronic procurement into their business systems. They were the first public sector body to start using the Welsh Assembly Government’s xchangewales eTrading system. The introduction of eTrading has received a great deal of support from Grŵp Gwalia’s Management Team, however, in order for the system to be successful, Gwalia also needs the support of its suppliers. This means their suppliers also need to embrace electronic procurement and make the move to become e-enabled.

Bob and Sylvia recognised the importance of Grŵp Gwalia’s move to eProcurement. They attended a supplier workshop hosted by Gwalia’s procurement team and supported by members of the xchangewales

supplier adoption team. Once they had completed their registration on the eTrading portal, they then entered their products and services onto the system. This enabled Gwalia to begin to trade with them online in a more efficient way.

Water for You now have an online catalogue containing several products, all of which have been assigned UNSPSC codes to Level 4. Sylvia confirmed that the whole process was *“pretty painless and straightforward, members of the Gwalia team were always available with some friendly advice when I needed it.”* Adam Palmer and Simon Davies, part of that Gwalia team, handle all suppliers queries and are well on the way to getting their whole supply base e-enabled.

Jeff Jennings was keen to point out that the xchangewales system has certainly saved them time and reduced their use of paper. He added that *“The system has certainly enabled us to get paid quicker and I like the fact that using less paper is contributing to all our efforts to become greener”*. In response to concerns regarding the current economic climate, Bob commented: *“We have experienced a few small losses where some clients have been going through financial difficulties but, overall we are optimistic about the future”*. Water for You are keen to expand their already successful business and take on new customers, for more information please visit

**[www.waterforyou.co.uk](http://www.waterforyou.co.uk)**

xchangewales is being gradually rolled out to all Welsh Public Sector organisations. If you are already a supplier to the Welsh Public Sector you may receive an invitation to an eTrading workshop. In the meantime, please ensure that you are registered on **[www.Sell2Wales.co.uk](http://www.Sell2Wales.co.uk)** to find out about potential Welsh Public Sector contract opportunities.

For further information please visit our website:

**[www.xchangewales.co.uk](http://www.xchangewales.co.uk)**

or email:

**[xchangewales@wales.gsi.gov.uk](mailto:xchangewales@wales.gsi.gov.uk)**