

Enterprise Case Study



Don and Nataliya Langan are the owners of **Get Cracking** <http://www.getcracking.ie/> a **home/office removal services and storage specialists** in Dublin and across Ireland. A *typical home or office move* generally begins with an initial on site location visit in order to provide an accurate moving quote and establish a good understanding of what exactly a home or office move may require in terms of packing boxes, bubble wrap time, moving crates and ultimately cost. Sometimes a move may require disassembling furniture in order to get it through a living room door and reassembling the furniture at the final destination. On occasion specialised lifting equipment for office equipment such as filing cabinets and servers may need to be used or for more delicate objects such as grand pianos. **Get Cracking** were lucky enough to get approached by **RTE Show called "Truckers"** to compare them against a larger removals company. *"It was a big break and we got some work from it because of our story"*. For more information see YouTube link.

<https://www.youtube.com/watch?v=Z8xqqwnQ2vl#t=290>

Get Cracking has expanded rapidly since it first was started up in **May 2011**. Don set up the business as a sole trader but he and his wife are in the process of turning it into a Limited Company. They have recently applied to the Bank of Ireland for a commercial mortgage to purchase a larger warehouse than they currently operate from. If successful this will enable Get Cracking increase its storage capacity by 400% resulting in increased turnover and higher profit margins. Since starting up the business **Get Cracking** has recruited 2 staff who work on almost a full time basis and another 4-5 who work part time and then sign on at the local DSP office for the remainder.

Don heard about Blanchardstown Area Partnership through word of mouth and approached the organisation in the spring of 2011. *"I was on the social welfare; dole at the time and couldn't get a job. I didn't like the idea of being on the dole"*. He goggled independent advice on setting up your own business beforehand but *"found that it was ridiculously expensive"*. During the next two months Don and his wife attended over 20

enterprise workshops in BAP such as taxation, build your own website, specialist advertising alongside meeting with the Enterprise Officer on a one-to-one basis. He *“enjoyed the workshops a lot and found them very helpful and didn’t event know there was a Back to Work Enterprise Allowance Scheme”*. In this own words *“if you attend the right amount and the right classes you have everything you need to get going, there are no excuses”*.

The most difficult and worrying decision for Don was making the decision to get off the dole would but *“looking back it wasn’t”*. *“There is a fear when you are sitting in the class thinking what will happen if it doesn’t work out. Having been on social welfare isn’t the place to be, its dead end its rubbish. It’s demoralising. If you can get out there and do anything it is better for everyone”*. However, he also points out that *“It’s difficult enough to get back onto the social welfare and you can’t reapply for the BTWEA for a period of time. Fear and the worry was the biggest thing”*.

The single piece of advice that Don would offer to people looking to set up their own business *“to get off the social welfare and not be afraid. Definitely. It’s not place to be. Anyone who can do a days work should consider it”*. The other piece of business advice that Don recommends to potential entrepreneurs is that young Start Ups need to use the internet to promote their business to its maximum potential *“We have 3 websites and another is being buik”*.

For more information on Get Cracking see the following social media links:

<https://www.facebook.com/pages/Get-Cracking/197018983669778>

<https://www.linkedin.com/pub/removals-dublin/34/492/93a>