

Wired to success



Joshua Nicholls is a Blacktown business success story.

LAURA CINCEGH

JOSHUA NICHOLLS knew he was destined to be an electrician when he became addicted to pulling apart radios and wiring up his Lego towns as a child.

At 22, the Kellyville Ridge resident hired one employee, bought some supplies and started his own business, Platinum Electrical Contractors.

Now, less than four years later, Joshua has 22 employees and operates from his own factory unit on Bessemer Street, Blacktown.

This success story led Platinum Electrical Contractors to be selected as a top three finalist in this year's My Business Awards.

The business was selected from hundreds of entrants in the fastest-growing small business division. The result was announced during a dinner at Luna Park.

Joshua said he had no idea his business would become so successful when he started out.

"For the first year-and-a-half, my bedroom was my office.

"I used to write out invoices on my bed," he said.

According to Joshua, his success secret was breaking stereotypes about slack trades people.

"People have come to expect tradesmen to keep them waiting all day.

"Our new clients are often surprised because we actually show up on time." he said.

Platinum electrical has progressed from residential jobs to larger industrial projects. Joshua plans to expand nationally.

After getting married earlier this year, he said he would love to pass the business on to his future children.

"I hope my business gets carried through for generations to come," he said.