

meet a master electrician

The Platinum Electrical Journey

In this edition's Meet a Master Electrician, we introduce you to Joshua Nicholls, a fellow Master Electrician and director of Platinum Electrical Contractors Sydney, New South Wales.



NAME:

Josh Nicholls

COMPANY:

Platinum Electrical

Platinum Electrical has come a long way over the last seven years, from a single man in a van to a large franchise network.

Joshua Nicholls explains that helping other people achieve commercial success was the motivation behind the launch of Platinum Electrical Contractors' franchise network.

"I really enjoy working with people to help them learn and grow their own business. My aim is to build the franchise network interstate and to encourage good leaders, not followers," Joshua said.

His success to date has won him a National Telstra Business Award in 2007, which Joshua describes as the "highlight" of his career.

Joshua's long-term goal is for Platinum Electrical Contractors to ultimately become the

most recognised electrical contracting brand in Australia – "to truly become an Australian household name", he said.

He has been inspired by major players in the business world like Brad Sugars, founder of Action Coach and Peter Irvine co founder of Gloria Jean's Coffees. An inspiration himself, Joshua gives advice to tradesmen either starting out or wanting to take their existing business to the next level.

"If they would like to start or grow their current business I recommend starting a franchise as they have the benefit of past success and knowledge of Platinum Electrical. Franchisees get one-on-one coaching to help grow and develop their business, as well as the marketing benefits of joining the Platinum Electrical brand," he said.

"For those starting out, owning a franchise minimises risk compared to starting a company from scratch. From day one franchisees start with all the systems and procedures Platinum has developed over the past seven years."

One of the current challenges facing electrical contractors in today's current economic climate is pricing, he says.

"Charging too little and undercutting each others' rates brings average pricing down. At Platinum Electrical we ensure providing five star service is our focus and not cheapest price. This way customers feel they are getting value for money."

His recipe for success has certainly served him well so far! □