

## Yapp Brothers, Wiltshire

Family-owned wine importing business Yapp Brothers is looking forward to toasting the success of finance director Tom Ashworth when he finishes his management training programme.



Tom Ashworth, stepson of the company's founder, plans major changes in business operations as a result of undertaking the training programme at Cranfield School of Management.

Having worked in the City during the 1990s, Tom returned to the Wiltshire-based family firm in 2001 and three years later, with stepbrother Jason Yapp, acquired it from their parents through a management buyout.

*"We started looking at the business and wanted to bring in some changes to continue its growth – we wanted to move it forward quite quickly,"* said Tom.

*"I'd been interested for quite a while in doing some high-level training but couldn't find the right course. We had already been talking with Train to Gain for a couple of years about*

*vocational training, so when we heard about its Leadership and Management Advisory Service we realised this would help us. The Cranfield programme is for people running small, entrepreneurial businesses like ours."*

Train to Gain is contributing around 15 per cent of the £9,000 cost towards their Business Growth and Development Programme. The course looks at all aspects of small business from management to marketing, and from money to the personal needs and development of individual directors, including issues like work-life balance.

*"I'm already using what I've learnt to bring in efficiencies at the business,"* added Tom. *"And I've drawn up a plan for change in the business which I will present to a panel at Cranfield. We will then use it to grow the business, including entering new markets. We expect the course will pay for itself through this growth."*

Yapp Brothers employs 12 staff and imports predominantly French wine. Half its sales are with hotels and restaurants and half with private customers who buy mail order from the website or visit its shop in Mere, on the Wiltshire/Dorset border.

Leadership and Management Adviser for the Train to Gain team in Wiltshire, Jo Howat said: *"Yapp Brothers is a great example of a go-ahead family business that has a clear view of the role leadership and management training can play in its growth."*