

**Leisure Controls International Ltd**

Time is Money - card & coin meters from the UK's leading manufacturer



## **GERMAN PLACEMENT STUDENT – Dec 2006**

### **Staff from overseas helps LCI to expand in foreign markets**

German born Stefan Böttcher is one of the new breed of international workers who are settling in the UK. Having started a BA (HONS) degree in International Marketing Management at Bournemouth University he is now doing his industrial placement year at Leisure Controls International (LCI) of Blandford Forum. He says, *“Here at LCI I have a lot of responsibilities and duties to fulfil which makes me feel good and motivates me each day. This is much better than just writing an assignment at university about some models on how to do business. Here I am responsible for a whole project which includes carrying out research to find new markets and business opportunities for coin or card operated meters and timing controllers.”*

Having been brought up in Berlin he came to the UK to improve his language skills and to learn to be independent. It appears he has achieved this very well as he now has a family and is settled in the area. Once he completes his year at LCI he will return to university for his final year.

LCI is a truly international company not only employing people of different nationalities but also doing a lot of business in European countries.

LCI is the major supplier of meters and timers to the leisure industry in the UK and is now expanding sales to customers overseas. This is where Stefan fits in well with the company's corporate strategy. Some of his projects are to generate and follow up leads of the Spanish market, launch an email campaigns for the Czech and Slovak republics and investigate a potential partnership arrangement with a French and Spanish distributors that would supply their products in France and Spain.

### ENDS ###

**Leisure Controls International Ltd.  
Press Release on German Placement Student**

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LCI is a leading UK manufacturer of coin, token and smart card operated timers, hair dryers and reception based controllers for the leisure industry.

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