

**Leisure Controls International Ltd**

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



## **Shell Step Student Julia Joyce – Feb 2007** **The ultimate test for Julia taking LCI into Spain**

Julie Joyce was employed as a STEP student with Leisure Controls International (LCI) for eight weeks during the summer holidays. She is studying French and International Business on a four-year university course and was given the responsibility of handling the marketing of LCI's products into Spain.

As Julie's mother is from Peru, Spanish is the language spoken at home as well as English, which give Julie an advantage in being able to speak Spanish fluently. One of Julie's tasks was to produce a leaflet for the Spanish market and using a marketer in Spain to find a distributor for LCI's products. She also had to carry out market research, market surveys and use the telephone and email for marketing purposes. Julie says "I enjoyed being able to call businesses in Spain to look for distributors for LCI."

"Having Julie on board has enabled us to enter the Spanish market much more easily. She has worked well as part of the team and would be welcome back anytime. Using students during the summer holidays can be very rewarding for both the student and the business." Says Laurie Fairhurst, MD.

Leisure Controls International provide timers and control systems for a wide variety of applications which can be fitted to most electrical equipment. This enables controlled access and controlled use of energy. The use of coins or tokens means that the company can charge whatever they like for the use of their equipment and always make a profit.

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**Leisure Controls International Ltd.  
Press Release on Shell Step Student Julia Joyce**

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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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