Helping Small UK Businesses Find their Office Mojo With Cheap Stationery

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North London office supply company, CheapStationery.co.uk, is re-naming, re-focusing and re-launching its busines

Welcome to Office Mojo.

The small Harrow based business, run by Stuart Gould and Paul Orchover, has been trading online since 1999, providing Office supplies to customers across the UK. With a loyal customer base, the business has grown steadily since it was founded.

The decision to re-launch the business was driven by three key ideas
• The name Cheap Stationery was not giving a true reflection of the business
• The customer base was too wide to provide a focused service
• With just the online shop, they were not able to reflect the true heart of the business

Technically the name Cheap Stationery has worked well, providing the search engines with a great, keyword rich domain, which has help keep the company appearing high in online search results. However as Stuart explains it was doing them a disservice too.

“Cheap conjures up a certain image, one that didn’t reflect what the business really offered. Yes we provide great value products, but the service we give and the relationships we have with our customers is not cheap.”

As Stuart explains further, using the word stationery was also limiting the business.
“Of course we sell envelopes and A4 paper but we also sell products as varied as cash registers, office cleaning equipment, ink cartridges and office furniture, so the word stationery does not really do us justice either.”

Office Mojo was chosen as a name that they felt better reflected the business they run and the service they provide, with a bit of fun thrown in.

Stuart and Paul have also taken the decision to refocus the customer base supported by Office Mojo. Small office and home office businesses (SOHO) are something they know a lot about, and supporting this sector will now be the main focus for the business.
A combination of the years of industry expertise and experiences of establishing, running and growing two small businesses means they, and the team at Office Mojo, are ideally suited to making this transition work.
Paul sums it up.
“Supporting SOHO businesses is well within our comfort zone and will mean we can focus our efforts on delivering a much more tailored service. We know the pains of being a small business owner so we can really help support these customers.”

Operationally the business works really well. The website provides a great interface for cataloging the products and enabling customers to place orders easily. The logistics work efficiently, handling deliveries and returns (not that there are many of those), but in Paul's words;

“Outwardly the business felt like it had no soul. Online we look like hundreds of other faceless office supply companies, when in reality we are a small business with dedicated staff who genuinely care about helping our customers and provide a great personal service.”

So the team at Office Mojo have made a few adjustments to help them project the personal approach they take with their customers and show the real heart and soul of the business.

They have established a blog, Billy’s Brag, and a YouTube channel aimed at providing help and advice for SOHO business owners. Anything from How to Remove Permanent Marker from a Dry Wipe Board through to How to Choose the Right Envelope.

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Now also active on Twitter, Facebook and Pinterest, the team not only portray their fun and naturally chatty side, but they can also communicate quickly and openly with existing and potential customers. These social media channels also provide a mechanism for the team to share news, advice and special offers.

Stuart sums up the whole re-launch

“Office Mojo is the most exciting new start for us. The most motivating thing we can do is to genuinely solve a customer’s problem or find a solution to an existing one. That is what really excites us. Moving Tippex is easy but finding a difficult item is much more satisfying!” he explains.

“We have always enjoyed helping small business customers, saving them time and money. Now we feel we can really focus on providing them with specific support, whilst getting to know them better. Customers can also now see our business for what it really is, a small caring local national company with a hard working team who are there to support them and have a bit of fun too.”

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