

A PLAN FOR BUSINESS



A strategy of focusing on the customer is the main reason for this London dentist's continued success

Not every business has to reinvent the wheel. Sometimes it is simply a case of doing something better. Entrepreneurs usually have the personal involvement, drive and determination that ensures they really focus on the quality of the product or service - and that is what leads to success.

For award-winning dentist Dr Mani Bhardwaj, owner of The Smile Studios - an expanding enterprise with branches now in Richmond, Heston and Palmers Green - this sums up the plan he had for his business when he started it seven years ago.

My vision was clear: I wanted my patients to walk out with a smile they were happy with

"My growth strategy is based on delivering a first-class service to my customers, which in turn has enabled me to develop a great reputation," says Dr Mani.

Offering a wide range of cosmetic dentistry treatments as well as the full range of NHS dental services, The Smile Studios has been recognised in numerous dentistry awards.



Like other businesses owners, Dr Mani knows how important it is to invest in the latest technologies, to have the right premises in the right places, and to get his pricing right.

However, Dr Mani's strategy of focusing on the customer is the main reason why this business is so successful - patients recommend him and he has plenty of glowing video testimonials on his website.

"I always wanted to be more than just an average dentist," says Dr Mani. "I also wanted to own my own practice, and then not just one. And my vision for this business was very clear: I wanted to be professional and welcoming, and to give my patients an above-average service with the latest treatments that were affordable, and above all I wanted them to walk out with a smile they were happy with."

And it's for those important reasons that Dr Mani is one dentist that customers do not put off seeing.

Tell us about your London businesses' success stories for the chance to be featured in the Evening Standard.

RBS, in association with Evening Standard Business Connections, which understands the power of networking, wants to hear about a business you run, own or work for that you believe sums up the best of the capital's businesses. Visit standard.co.uk/offers and tell us, in no more than 120 words,

what makes it so special. We will pick four and give them a boost by featuring them in the Evening Standard. We are also giving away 25 one-year memberships to Evening Standard Business Connections. Terms and conditions apply.

Your business can be better-connected with the help of RBS

RBS has supported The Smile Studio since the business was first launched in 2007, with members of the bank's Healthcare and Corporate Transactions teams working alongside Dr Mani. "We have been impressed with the results Dr Mani has achieved. He is not only a talented dentist, but he also really understands how to develop business. His business foresight and acumen are very entrepreneurial."

Richard Bruton, Relationship Manager at RBS

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