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Leicester completes 'Golden Triangle' to put driver recruitment franchise on road to success

A SPECIALIST and rapidly growing driver recruitment company has completed the 'Golden Triangle' of franchises as it motors to success.

Drivers Direct has spent the last six months establishing its franchise in Leicester which will complement those in Coventry and Northampton, putting the company in a strong position for future growth in the region.

Director John Major said: *"The reason we've taken on franchises in Leicester, Northampton and Coventry is because it's traditionally called the 'golden triangle' due to the road infrastructure in place and each office can tap into a potentially lucrative market.*

"To establish yourself in an area, you need a pool of top quality drivers because without them, you've got nothing. As with Northampton and Coventry, we've built the Leicester franchise from scratch and now have around 60 or 70 quality drivers based in the city, working for Leicester clients. We support clients across all industry sectors and work alongside transport managers who recognise the quality of service that we can offer."

Mr Major and fellow directors Mike Geoghegan and Bev Major have many years combined experience in the driver recruitment industry, which they believe gives Drivers Direct and its franchise branches a strong competitive edge.

The Drivers Direct franchises for Northampton, Nuneaton and Leicester have built turnover from less than half a million to a massive £3 million annual business in just over a year.

Mr Major added: *"We're incredibly proud of what we have achieved to date. Industry knowledge and a background in franchising has played a key role, along with our commitment to first class customer service. Leicester is the final piece in the jigsaw for us in supplying our database of clients, many of which are household names. The future is looking very bright and we're anticipating further growth throughout 2011."*

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Editor's Note:

Leicester Recruitment Limited t/a as Drivers Direct is a franchise branch which has quickly established itself as the largest specialist driver recruitment agency in its territory. It is run by three directors who have combined expertise gained in the transport sector.

Drivers Direct is a specialist driver recruitment agency, operating throughout the UK and providing high calibre drivers to a wide range of transport and logistics companies, including blue-chip household brand names. The company attracts the best drivers in the industry, and invests heavily in effective training to maintain its high standards. It also recruits consultants who have transport and logistics expertise, which gives them an understanding of clients' needs.

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