

A Spoonful of Sugar



HELPS YOUR BUSINESS GET OFF THE GROUND

IF YOU want a top-notch business, we've got just the man to help. For advice from one of Britain's most successful businessmen write to: Sir Alan Sugar, Mirror Works, The Mirror, 1 Canada Square, London E14 5AP. Email: siralan@mirror.co.uk

Going veggie



Dear Sir Alan

WE import kits and convert diesel vehicles to run on vegetable oil. Most people have never heard of such a thing and think it's a joke. But we believe a cleaner, greener fuel will benefit the environment. Running costs are also a lot lower. We need to promote our business. Any advice on how to attract more customers?

Clive Leadbetter, by email

Sir Alan says

YOU have a two-man business that converts diesel vehicles to run on vegetable oil. You are a bit frustrated that a lot of people don't realise this is possible.

I would immediately point out the reason you are saving your customers lots of money is because vegetable oil costs far less per litre than diesel oil.

Diesel has an astronomical amount of duty and tax included in its price.

If that tax were not charged, the price would be more or less the same as, if not cheaper than, vegetable oil.

What you have to worry about is that if you make this conversion too popular, our friend the Chancellor of the Exchequer will be down on you like a ton of bricks and will start to charge duty.

It's quite an interesting dilemma when you consider that vegetable oil is bought in bulk by places such as fish and chip shops.

It would be difficult to differentiate a duty charge on it between the use of it in a car or in a cooking application.

In the meantime, before the Chancellor wakes up, I think you have a great opportunity

FORGET DIESEL

of making a lot of money. Your solution is much more environmentally friendly and causes less pollution.

One of the ways to drum up some more publicity is to make contact with motoring magazines or motoring correspondents in national newspapers to see if they will give you coverage.

Your website www.dieselveg.com fully describes the process and shows exactly what you do and how the savings can be made.

You can place some advertisements in the classified sections of national

newspapers. A simple heading - something along the lines of: "If your car's diesel, we can run it for you at a quarter of the cost - no more diesel bills" - should do the trick.

Invite people to log on to your website or call you. You will be inundated with inquiries.



CLICK MOVE: Clive Leadbetter can make your diesel car run on vegetable oil. Picture: DAVID BURNER