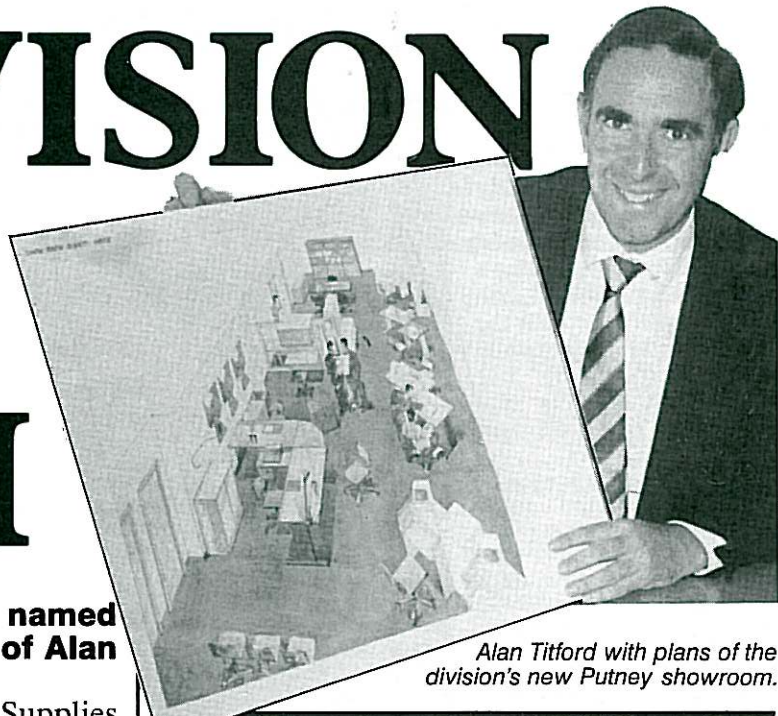


olivetti NEWS

Former Supplies chief looks for further expansion:

NEW DIVISION MEANS GROWTH



Alan Titford with plans of the division's new Putney showroom.

BRITISH OLIVETTI has formed a new operation named General Business Division under the responsibility of Alan Titford.

In many ways this is a natural growth out of the former Supplies Division which Alan Titford took over back in 1982. Since then he has concentrated in broadening the division to increase turnover from £3.8 million in the last financial year.

Profits have been impressive too. Over the last three years the division has been expanding at a compound rate of turnover and profits at 30% per annum.

According to British Olivetti Managing Director Vincenzo Mancuso, "this new division has been formed in order to follow certain business opportunities not

covered by our divisional main stream operation. These opportunities will normally be new, with high growth and profit potential, and will be complimentary to our other operation."

Alan Titford has absolutely no doubt about what the future has in store. He said: "The creation of this new division will merely serve to dramatically accelerate our growth rate."

In certain product sectors the General Business Division will work closely with other Divisions to produce the necessary business results, as already happens in the Accessories Division with regard to supplies and furniture products. In the case of certain products, the General Business Division will also supply marketing support.

"I find it very challenging that we will be working with other Olivetti Divisions. In simple terms this means that we will not only be in the market place ourselves but also supporting other Divisions to increase their revenue. So we have this dual role and we are unique in being the only one to be in this position," said Alan Titford.

Structure

The new Division will incorporate the existing structure of the Accessories Division, i.e. Olivetti supplies, Diaspron supplies, Oliform Limited, specialised furniture and used machines. In addition, the Division will assume responsibility for printers, and for the Synthesis and Icarus furniture lines. Other appropriate product sectors and business opportunities will be added from time to time.

"This division has traditionally thrived on new ventures. The high growth

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Olivetti onto a winning streak



OLIVETTI'S sponsorship seems to have brought a winning streak to the Formula One Brabham-BMW team.

After the early mechanical problems and ill luck, Nelson Piquet delighted his many fans by bringing the distinctive Olivetti logo first past the post to take the chequered flag in the French Grand Prix at the beginning of July.

Later in the month he was again in the world championship points as he notched up fourth place in the British Grand Prix at Silverstone. Also well up was the second Brabham, driven by Marc Surer, which came sixth.

The Silverstone battle to challenge the seemingly all powerful McLaren cars was

watched by a number of journalists and British Olivetti distributors who were there.

Technology

In addition to computerising the results worldwide on M24 PCs, Olivetti's support of the Brabham team's challenge for the championship also included working with them to apply advanced computer technology to the development of the cars.

Also an Olivetti Line-1 system recently installed at the Brabham headquarters will handle everything from the company's stock control and accounts to CAD projects on the car itself.

Oilorry in Town



MAKING ITS RECENT DEBUT is the new "Oilorry". This articulated lorry is being used by the Microcomputer Division as a mobile demonstration unit for both dealers and end users. Another "Oilorry" already successfully used last year to launch our ETV range will again be used extensively by the Retail Division in the autumn.

"The new lorry can quite easily accommodate up to 30 people and is proving ideal in attracting people away from their offices into a spacious and custom made environment," said Bob Garrett, Micro Marketing Manager.

Already the "Oilorry" has been used successfully with potential end users at the universities of Cambridge, Essex and Sussex in addition to major customers.

Currently on board are three M24s and an M21 which are interconnected. There is also a video projector. All of this is used to demonstrate Olivetti to dealers and users.

Nat West keeps on buying — turn to page 3