

working with the right people

By Jonathan Cotton

There's one business asset which many companies overlook, but, time and time again, is what successful business people say makes the difference between success and failure. People. It's something that Mark Power of Henleys Propellers learned a long time ago.

"We've got good people working with us. We've found it extremely important to have good accountants in our business. Withers Tsang have given us great advice. Whether we take a certain direction, invested in certain things, we've found they've been great."

Henleys Propellers has been using Withers Tsang and Co Limited Chartered Accountants for five years, and Power is very satisfied with the service the firm provides. "They've been great. We've always got instant



Stephen Tsang

access to one of the partners. I can pick up the phone and talk to Stephen at any time, although I try not to. Stephen's a workaholic. He never seems to stop."

Asked if price was taken into account when looking for an accountant, Power says: "You're better off to go with quality. That's what we're always trying to go for. There's a lot to be said for quality and service. When it's there you just get a great result."

Withers Tsang was founded in February 1998 by Mark Withers and Stephen Tsang and has experienced phenomenal growth. Starting off with a team of just four, Withers Tsang has expanded to include 32 accountants and six administration staff. It's this sort of manpower and experience that allows Withers and Tsang to provide such effective accounting solutions and top-notch financial advice to many different types of businesses.

"We pride ourselves on the ability to communicate with our clients" says Tsang. "There's been a stigma out there that bean counters can't talk. We've been very conscious of that and try to tackle that stigma."

"If clients want us we are definitely beside them. We try to clear the minefield for them and are not afraid to offer advice. We take care of our clients. We are more like chartered accounts and advisors."

It's this attention to the particulars of the client's needs that could be responsible for Withers Tsang's spectacular growth.

"Our growth is through word of mouth," says Tsang. "When Mark and Kathy [of Henleys Propellers] include us in their strategic planning, we will get involved and offer the best possible advice, which they deserve." **btm**

Contact: Stephen Tsang, Withers Tsang & Co Limited Chartered Accountants, 24-26 Pollen Street, PO Box 47-145 Ponsonby, Auckland, P | 09 376 8860 F | 09 376 8861 stephen@wt.co.nz www.wt.co.nz



At ANZ we are committed to local business and are proud to support Henleys Propellers & Marine Ltd. For more information on ANZ's great range of business products, or to talk to us about how we can help your business, please contact Relationship Manager, Jeremy Paykel on 09 414 2603, mobile 0274 809 216 or email paykelj@anz.com

PROUD TO SUPPORT HENLEYS PROPELLERS & MARINE LTD.



ANZ, PART OF ANZ NATIONAL BANK LIMITED

the science of marine propulsion

By Jonathan Cotton

Henleys Propellers & Marine Ltd is a company that has well and truly succeeded by finding its niche and excelling within it. The company started in 1917 importing a range of marine drive train equipment and repairing propellers, then moved into manufacturing for the New Zealand market.

By 1980, it was taking on the international market, capitalising on the New Zealand marine industry's highly regarded technical base. They provided a custom design-and-build service that grew to include the entire drive train from the gearbox to the rudder. "Fifteen years ago, we went through a major rethink of the design-and-build process

in marine propulsion and came up with the I.P.S. concept," says Mark Power, Henleys' CEO. "It's our Integral Propulsion System. Not only are we designing the propeller, we're designing the whole drive system, which can include water jets and surface drive packages. This has given our business a very balanced approach to what is best suited to a particular design and the clients' requirements for pleasure, commercial or military craft."

Henleys now exports to Australia, the United States and South East Asia. "Our client base varies from local pleasure craft to one-off concept vessels for the US Military," says Power. "We're a small company with a strong focus on quality and service. Our loyal staff, with an

average of 15 years' experience, endeavour to put in the same level of commitment, regardless of whether the client has a 17ft speed boat with a 330mm prop or a shipping company with a 2440mm-diameter, three-tonne propeller."

Over the years, Henleys has gained a big reputation worldwide by applying consistent business policies, and making sure they work with the "right" people, from client base to professional advisers and staff.

In doing so, the company has taken marine propulsion from an art to a science. **btm**



Contact: Mark Power, Henleys Propellers & Marine Ltd, P | 09 443 5886 M | 027 443 6539 F | 09 443 5892 mark.power@henleyspropellers.com www.henleyspropellers.com