

Youth is no barrier

By Roderick Shaw

ENTREPRENEUR, Joshua Nicholls, admits his age sometimes causes customers to doubt his ability.

Mr Nicholls, 25, founded Blacktown's Platinum Electrical Contractors in 2001 – running the business from his bedroom.

Almost three years later, Platinum Electrical operates with 12 trades people, a five-person management team and six vans.

Mr Nicholls also recently

won Australia Post's Young Achievers award.

"I had no idea this would happen so quickly," Mr Nicholls said.

"I think a lot of people wonder if I can come up with results, because of my age.

"I say, if you give us a chance we can."

Mr Nicholls lives in Oakville but set up in Blacktown because of its central location in western Sydney.

He said he began his

working life as an apprentice tradesman, but thought there was no reason he could not manage a contractors' business himself.

Mr Nicholls said Platinum Electrical's motto is "exceed expectations".

He believes that was why his business grew 57 per cent last year.

"We guarantee we're on time and no job is too big or too small for us," he said.

"There's also a 24-hour, seven days per week service.

"All of our trades people are in-house – no sub-contractors – wear a company uniform and are a team that's keen."

The company also has a profit-sharing scheme and holds monthly barbecues, where all 23 staff can discuss ideas.

Mr Nicholls said his staff become just as excited as him about service.

"All of our customers comment on how good our trades people are," he said.



Exceeding expectations Joshua Nicholls has taken Platinum Electrical Contractors a long way since running it from his bedside telephone. **Picture: Wolter Peeters**