



Pro Coach Cricket Academy

www.procoachcricketacademy.co.uk

Amaxima have worked with Pro Coach Cricket Academy since February 2008 in a Non Executive Director and general Financial & IT advisory capacity.

Providing help & advice on a variety of projects to help the coaching business continue to grow whilst the owners Andy Gale & Chris Taylor concentrate upon their professional careers with Yorkshire Cricket Club.



THE PRO COACH MISSION

We are passionate about the great game of cricket and strive to take the professional game back to its roots to nurture young talent. Our Cricket Coaching philosophy is that enjoyment is the key to effective learning so we set out to make the experience enjoyable and pro-active using modern techniques (video analysis etc.) It is our aim that every participant benefits technically, mentally, and physically from attending the Cricket Coaching Academy whatever their skill level or background.

Chris Taylor comments ... "Amaxima have helped us prioritise and think about how we want our business to develop in the future. They have provided practical help, experience and flexible support in helping us deliver new services to our customers which have increased our sales. We will continue to working together as cricket continues to grow in popularity.

Specific projects have included;

- The development of a 5 year Business Plan and future commercial strategy
- Specifying and procuring a new on-line booking system – Now installed and Live
- New website development (Target Q3 of 2008)
- Competitor Analysis
- Staff Development