

# Fone Logistics reports strong financial year

Fone Logistics has closed off the first twelve months of its two year growth plan ahead of schedule. It also stated that it also still ranks highly with O2 as one of its top distributors in the UK.

The mobile phone and handset distributor has maintained its O2 Advance Distributor status. Other network achievements include maintaining its Orange Federated Distributor status and continued growth of connections with T-Mobile, where it retains its IP status, and being a 3 Top Table partner.

Fone Logistics scooped up its rival Dextra in June, bolstering its sales force to aid its plans to increase turnover by 20% to £100 million by the end of the next financial year.

The next twelve months are crucial in Fone Logistic's deal making trail, Julien Parven, sales and marketing director, stated. The business is concentrating on broadening its range of products and

services to compete in the burgeoning converged marketplace of data and voice products.

Parven said: "Our connections across all our networks have remained consistent thanks to our dedicated dealer incentives and support systems that make us a favoured channel distributor. The last twelve months have been a rocky ride in the mobile marketplace for many, but we have stuck to our ambitious growth plans and steered our own path.

"The approach has been very successful, we are now in pole position to continue to make acquisitions and grow further in both our home territory, and in the convergence marketplace," he continued. "We have a tidal wave of new marketing activity and attractive dealer sales incentives ready for a very busy year."

Fone Logistics employs 110 staff and aims to increase its workforce in the next year.