

Simon Close, Coventry Entrepreneur, Endorses Mobile Business Infrastructure

Written by Australian Business

PHILADELPHIA, PA, September 06, 2013 /24-7PressRelease/ -- [Simon Close, Coventry entrepreneur](#), has enjoyed a long and successful career in a number of different industries. This includes the restaurant field, where he led Eden Restaurant and Bar to a number of successes, including receiving awards for Best Bar and Best Service. Now, Close is commenting on a new [article](#) that explains how mobile business models may prove useful for new entrepreneurs.

Historically, the term "mobile business" brings to mind images of door-to-door salespeople or traveling food carts. That has all changed now, as more and more businesses are abandoning the traditional brick and mortar store in favor of this type of business. From sophisticated food trucks to clothing or jewelry companies, the mobile approach is becoming increasingly popular.

Emily Benson, who owns The Fashion Truck in Boston, Massachusetts, has a number of positive things to say about the mobile business experience. She wanted to start her own business, but did not have the means to invest in a retail space in the pricy city. Benson explains, "I had seen food trucks in New York and I was like, 'Hey, if you can fit a whole kitchen in a truck, how easy would it be to put a store in a truck?' I thought it was a great way to keep my upfront expenses lower and also a great way to explore who my customers are."

Two years later, Benson has successfully landed roughly 100 private parties through her mobile business. She also has three designated weekly parking spots, making it easy for her customers to know where to find her. This desire to save money, be flexible, and still run a business is a common one among young entrepreneurs.

Tiffany McCrary, a business owner in New York City, explains that when her rent became too high to profit from her vintage clothing shop, she turned to the mobile method as a viable alternative.

"I decided to go mobile because I would be in control. I own my trailer, I can go wherever I want, and my rent doesn't increase. I can sell clothes affordably now. When I was paying SoHo rent, I had to price accordingly. Now everything in the shop is \$10 or less and everyone seems to love that," McCrary states.

"It's an exciting time for entrepreneurs in all fields. A person no longer needs to secure hundreds of thousands of dollars in capital in order to be able to afford a retail space in a prime

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location. That's all changed. Now, motivated people can take matters into their own hands and go after their dreams. While it's useful for a business owner, this type of structure is also appealing to clients," states Simon Close, Coventry entrepreneur.

ABOUT:

[Simon Close, Coventry entrepreneur](#) , has had a range of success in the business world. For ten years, he led Eden Restaurant and Bar, helping the restaurant to earn a number of awards. Throughout his tenure at the restaurant, he was also able to significantly increase the eatery's bottom line. He uses a variety of innovative techniques to bring success to his numerous ventures.