

# “ THE WEBSITE’S ABSOLUTELY BRILLIANT! ”

**JAMES GREGORY**  
MANAGING DIRECTOR  
AMG DRIVING

Location: Leicester  
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## QUICK OVERVIEW

### COMPANY:

AMG Driving School

### INDUSTRY:

Driving tuition

### REQUIRED:

An on-line business generator without the advertising costs

### BENEFITS:

FDC’s web design solution

## OVERVIEW:

**Company background:** James set up AMG in 2008 after working for a driving school franchise.

## NEED:

To raise awareness of this relatively-new company via the Internet while avoiding the high cost of local press advertising

## SOLUTION:

James said: “I had already spent a lot of money on local advertising, without getting much in return. I had also approached a few other designers but found them laid-back yet hefty on price.

“When I called FDC, they acted quickly, and came out for a face to face initial meeting with me. I was really impressed by their portfolio and the wide range of projects they had worked on.

“We negotiated a very reasonable price which I was happy with. And then when I saw the results, I was even happier! It’s absolutely brilliant – even better than I had imagined.

“There were a few teething problems at the start, but they were very quickly ironed out.

“I’ve had great feedback and everyone loves it. Even my dad, who’s super critical and has his own website couldn’t find fault. I’ll be sending other people in their direction, no hesitation.”

