

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME



CASE STUDY

ANGUS MacRUARY

Isle of Skye Brewing Co.

Founder and Managing Director, MIT EDP 2010 Alumnus

THE COMPANY

Isle of Skye Brewing Co. is one of the oldest small craft breweries in Scotland. Their main base and brewery is in Uig on Skye with a sales and distribution base in Glasgow.

WHY EDP

For Angus attending MIT EDP was all about **updating his knowledge** particularly around marketing and sales. While he had spent many years teaching business subjects at secondary school level prior to setting up the brewery, he was sure there were more up to date and effective entrepreneurial ways of doing things. EDP appealed because of its very **focussed approach to sales and marketing**.

"While there are many business courses available closer to home, having the opportunity to move out of the comfort and security of my own environment and challenge the knowledge built up over the years, undoubtedly added to the appeal of EDP."

Outwith the course content itself the additional opportunities offered by the visit to EDP were also a draw for Angus.

To meet and network with entrepreneurs from different backgrounds, types of business and from across the world, was also very attractive. As Angus highlighted "running your own business can at times feel very isolating". Being able to compare notes with others in a similar situation held lots of promise.

"When you are in an atmosphere like that created by the EDP you can't help but be enthusiastic and energised yourself"



Scottish Enterprise



ISLE OF SKYE BREWING CO.



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd's nan Eilean



THE PROGRAMME

Angus describes his first impressions of the EDP when he arrived at MIT, as feeling like a "fish out of water". He attributes this to the fact that he was not only one of the oldest participants, but he also didn't come from a high tech business background.

It wasn't long however before he realised that this was in no way going to be detrimental to the experience for him, as he comments "although there are a lot of people from high tech backgrounds on EDP, the lessons you can learn coming from any other business background are just as relevant."

Indeed the programme created a fantastic buzz for everyone involved and this was at least partly attributable to the mix of people taking part. Spending time with "high tech" participants had a positive impact on this entrepreneur from Skye, who spends much of his time in a very traditional brewing environment.

THE BENEFITS

There have been a number of clear benefits which Angus can readily identify within Skye Brewery, five years on from his participation on EDP.

One of the most significant has been the ability to be able to **build the worth of the business**. He readily acknowledges that much of what he learned about **adding value to the business** has been put into practice. So much so that he has now been able to **fulfil his exit strategy** selling a much stronger business than he had five years ago to a new owner.

He also highlights the **enthusiasm** created by EDP as a major factor in his success "When you are in an atmosphere like that created by the EDP you can't help but be enthusiastic and be energised yourself". Perhaps surprisingly Angus is in no doubt that much of that enthusiasm has remained with him in the ensuing time.

As one of the main learnings he wanted to takeaway from EDP, Angus talks enthusiastically about the company's new approach to **sales and marketing** being much more focussed on outcomes. Their current sales team has been developed using much of what was learned in Boston, but as Angus points out "Skye Brewery still do it in their own special way".

SHOULD I DO IT?

For anyone thinking about taking part in the EDP Angus offers this useful insight "Don't be put off by the perception that it is high tech. Go for it you will most definitely get something worthwhile out of it."

But he also offers a few words of caution

"It's hard work, be prepared to be exhausted but the results will be well worth it."

FOR FURTHER INFORMATION CONTACT:

Stephanie Anderson
Highlands and Islands Enterprise

T +44 (0)1463 244477
E stephanie.anderson@hient.co.uk

For companies in the Scottish Enterprise area:

Kate MacInnes
Scottish Enterprise

T +44 (0)141 228 7356
E kate.macinnes@scotent.co.uk