

Currant thinking!

A 'Growing for Good' sustainability strategy

Leadership

A look at the manufacturing landscape in NI

Innovation

Stannah is giving the sector a lift with new offering

Sector Focus

Horizon clear for aerospace despite headwinds

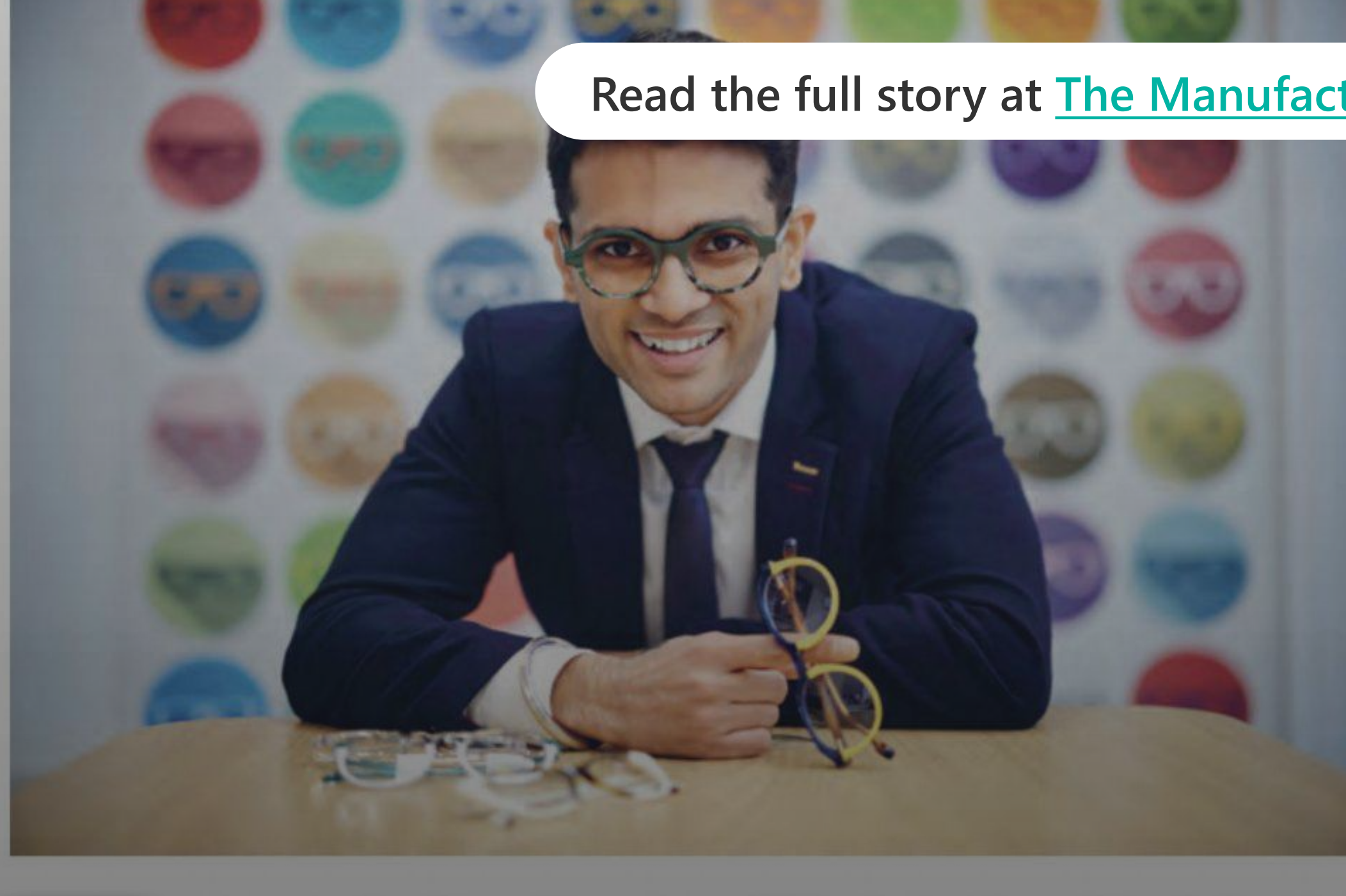
AI

Radiating success: how one SME is using emerging tech

SME FOCUS - INNOVATION & DESIGN

A CLEAR VISION

As Britain's fastest growing eyewear company in the UK last year, Specscart is one to watch. *The Manufacturer's* **Molly Cooper** recently sat down with CEO, Sid Sethi, to discuss the company's rapid growth and breaking tradition in the industry



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The eyewear industry is a traditional one, but Specscart is breaking the mould. Founded in 2014, the company has grown from a small startup to a leading player in the UK market. CEO Sid Sethi, a former entrepreneur, shares his journey and the challenges he's faced along the way. He discusses the importance of innovation and how Specscart has managed to stand out in a crowded market. Sethi also talks about the company's commitment to sustainability and its plans for future growth.

“Our goal is to revolutionise the eyewear industry. We want to make it easier for people to get the perfect pair of glasses. We're using technology to streamline the process and make it more accessible. We're also focusing on sustainability and ethical sourcing. It's about creating a better experience for our customers and a better future for our planet.”

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“People talk about the numbers game, but that's where I look. Once I understand them, I can take those numbers and translate them into actionable steps. It's about understanding the data and using it to make informed decisions. It's not just about the numbers, it's about what they mean for the business and the people involved.”

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KEY TAKEAWAYS

- Specscart is a leading player in the UK eyewear market.
- The company is focused on innovation, sustainability, and ethical sourcing.
- CEO Sid Sethi is a former entrepreneur and is committed to creating a better experience for customers and a better future for the planet.

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