

## **Entrepreneur finds the Road to Success**

### **Media Release**

#### **For Immediate Release**

**April 4, 2008 (Saskatoon, SK):** TRX RV has been in business only two years, but in that short time it has risen to the distinction of being considered a Saskatoon gem. Recently, TRX RV was recognized in the Star Phoenix as one of Saskatoon's Top 50 Companies with annual sales of about \$11,000,000.

Owner and founder Tom Oakes, notes that his store is unique in that TRX RV is the city's only RV store that grew from the ground up, rather than developing as an offshoot of another business. The company's rapid growth is due in part to a strong marketing plan, a quality team, and the creation of a huge indoor campground that gives customers a lifelike feel for the RV experience. Sales volumes at TRX RV have prompted other manufacturers to request the company consider distributing their products. With the resulting selection, TRX boasts having higher quality products to offer. But sales have not been limited to Saskatoon or Saskatchewan. Oakes states that the company's unique selection of products, including being one of only five Canadian Airstream dealers, has generated sales from BC to Ontario.

The company's success did not simply come out of thin air but was in part due to the knowledge Tom attained from Global Infobrokers' Self Employment Program. The 10 month Self Employment Program provided much-needed assistance in creating Tom's comprehensive business plan, required when approaching lenders and manufacturers. Just as importantly, the Self Employment Program offered much-needed mentoring after the business plan was completed. The mentoring aspect of the Self Employment Program is often overlooked but is probably the most important part of the program, providing entrepreneurs with important feedback while working through their growing pains. TRX RV is proof that with hard work, a sound business plan and the right support entrepreneurial success can be achieved.

**TRX RV** sells new and used RVs to people in Saskatchewan and numerous other Canadian locales. TRX RV boasts Saskatchewan's only climate-controlled 'indoor campground' featuring 20 to 30 RVs on display inside. Shoppers wander through to the background sounds of birds and crickets, spy a moon-bathed campfire setting and hear a babbling fountain nestled in amongst the foliage, all the while viewing potential units as they would at any campsite on a peaceful Canadian evening. With 12,000 square feet of indoor space nestled on six acres of prime-plus real estate, TRX RV is reminiscent of the huge RV stores one sees in Alberta and elsewhere.

**Global Infobrokers** is private post-secondary training institute located in Saskatoon. The institute is undergoing a name change to Praxis School of Entrepreneurship to better reflect the school's entrepreneurial focus such as its Self Employment Program. The Self Employment Program has been running for over 18 years and since its inception has seen

over 700 businesses startup in Alberta and Saskatchewan. The school is also involved as a Community Partner with the Canadian Youth Business Foundation (CYBF) and has been delivering the CYBF loans program in Saskatchewan since 2005.

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