

# Lenstore Ranked 10th in 2012 Virgin Fast Track 100 League Table

Submitted by: Lenstore

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Lenstore has been ranked 10th in the Virgin Fast Track 100 for 2012

(<http://www.fasttrack.co.uk/fasttrack/leagues/dbfastDetails.asp?siteID=1&compID=3558&yr=2012>), results issued 2nd December 2012. The company is an online contact lens retailer, and is the only optical service to feature in the top 100 this year. The league table

(<http://www.fasttrack.co.uk/fasttrack/leagues/ft100leaguetable.asp?siteID=1&searchName=&yr=2012&sort=num&area1=99>)

has a proven track record for identifying innovative business plans. Some of the corporations that have been ranked within the top 10 in previous years include AES International, Innocent Drinks, Jack Wills and Carphone Warehouse.

Since the company's infancy in 2008, Lenstore (<http://www.lenstore.co.uk>) has achieved a 159.15% year-on-year growth rate. Over the last 3 years, annual sales have grown from GBP294,000, in 2009, to over GBP5,114,000 within the last year. The total number of customers has experienced a 221.90% annual growth rate.

Speaking after Lenstore's inclusion, Mitesh Patel, the founder of Lenstore said that "the Lenstore team is 100% focused on keeping every customer happy. There is no doubt in my mind that this has been key to our fantastic growth to date. I'd like to thank the Lenstore team for all of their amazing work and most importantly our customers for their loyalty and feedback".

Mitesh Patel attributes Lenstore's success to their ability to anticipate customers' needs. One example he gives is customers' need for optical advice in between visits to their Optician. To accommodate for this they have an in-house Optician and Optical Advisors available to speak to customers directly. This is an exclusive service for customers where they can seek optical advice from the medical professionals by email, telephone or video conference calling.

In July 2012 they launched their Same Day Delivery service to all central London addresses, which is the fastest delivery option to customers available in the industry. "The way to really disrupt the High Street Retail model is to offer same day delivery. Amazon are investing heavily in this in the US and I am delighted that Lenstore is first to market with such an innovation in London for contact lenses" says Mitesh Patel.

In August of this year Lenstore expanded internationally to Poland. They are expecting to see a repeat of their British success within the European market, which will be a platform for other international opportunities in the future.

About Lenstore:

Lenstore is an online retailer of contact lenses in the UK. It was founded in 2008 by Mitesh Patel, to provide consumers with a combination of low prices and a convenient service.

If you are interested in learning more about Lenstore, or would like to learn about how to set up a small business, Lenstore's founder Mitesh Patel is available for contact regarding setting up an interview. Press enquiries and interview requests can be sent to [press@lenstore.co.uk](mailto:press@lenstore.co.uk).