

Cast of characters, names and places

John	Owner-manager, Fenderco
Paul	Owner-manager, Fenderco
Will	Assistant, Fenderco
Mark	Assistant, Fenderco
Fenderco	Paul and John's joint venture company
FendercoEurope	Fenderco's European partner in the joint venture
Jurgen	Managing Director of FendercoEurope
Ausfend	Fenderco's Australian corporate partner in joint venture
Harbourco	Paul and John's employer prior to buyout from EuroPort
EuroPort	Corporate buyers of Harbourco: last employers of Paul and John before starting Fenderco
Steel Applications	One of Paul and John's other related companies
The 'castle house'	Paul's home
The Grinning Cat	Local pub
Maltonbury	Middle-England town where Fenderco is based