

The Business

This is a family firm established in 1963. The joinery company supports a building company within the same group and also sells bespoke kitchens, cabinets and windows.

The group employs 26 staff and has a turnover of c£2.5m. This has decreased by about £0.75m during the recession.

The Problem

The company had the overall aims of:

- Increasing the turnover and profit of the business;
- Developing the image of the business both internally and externally, emphasising care, quality and enthusiasm

There were three issues that need to be addressed in order to achieve this:

- The Business Plan, whilst adequate, needed an objective review and to be made more commercially astute;
- Marketing efforts needed to be brought together under a marketing strategy that supported the business plan;
- Key staff needed to be engaged and educated in the business vision, particularly the financial reasoning and implications.

The Solution

Following initial review and discussions we helped the Managing Director to:

1. Review and revise the business plan;
2. Re-think and redefine the market positioning of the business, separating attractive from unattractive sectors;
3. Implement a marketing strategy that reflects the new positioning

The Result

1. The new marketing strategy has contributed to significant growth in sales;
2. The business is no longer reliant upon orders from the building business.