Pharosinformatics

Repositioning of Commercial Interior Re-fit Contractor Jan Tellick

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Case Study:

Repositioning of Commercial Interior Re-fit Contractor

The Challenge



Leading £10m
t/o contractor
in mezzanine
floors and
storage systems
needed a
coherent
strategy for
expansion

The three ownerdirectors vary widely in age and shareholding

Company lacked middle management team; employees whilst loyal lacked broader supervisory skills

Strategy and approach



Three year strategy developed, focused on adding new product ranges and targeting different market sectors

New marketing and branding strategy created

Change
programme
designed and
implemented to
ensure all that
employees
understood their
role in achieving
the strategic
objectives

Methodology used



Series of full day workshops for the directors to align their personal and corporate objectives into the strategic plan

Competitor
analysis
identified their
strengths and
weaknesses

Market appraisal identified new sector targets

Departmental workshops to agree roles and tactical objectives

The *JAS*Advantage



Turnover doubled in 12 months and profitability improved by 12%

New clients were gained, including the refit of a major plc HQ

Company brand awareness increased in the market

Survived during a recession in re-fit sector when three major competitors went into receivership