

2. MARKETING

2.2 Marketing Strategy

2.2.1 Products & Services

Whilst continuing to promote the quality and value of our bespoke windows and doors, emphasis will be given to promoting a new range of designs for staircases - see full details at Appendix 11.

The new staircase range represents a different concept, in offering a choice of various styles that can be constructed to suit almost any building situation. This offers architects, house designers and builders the opportunity to specify a wide range of alternative options to the standard flight of stairs at very little extra cost. This would provide some individuality to homes being built in a housing development.

The company will continue to concentrate promotion in the London & South East region. Being based in Croydon, this is the most practical extent to which sales and delivery can be controlled. However, it is expected that the new staircase range may attract business outside this area, through recommendation and word-of-mouth.

2.2.2 Promotion & Sales

Up to the present time, the company has not had a co-ordinated promotional strategy and items have been produced on an as-needed basis. With the move to new premises and change of address requiring reprinting of sales literature and stationery, it is intended to update the company image and a designer will be briefed to review the company branding and prepare new concepts for:

- All company stationery
- Product data sheets
- Premises signage
- Vehicle livery
- Showroom displays
- A new website
- Occasional advertising to tie in with local press features

Most of the traditional joinery business has been obtained by referrals and recommendation based on the company's reputation. Both the directors have established good relations with local architects and builders and it is estimated that 60% of the company's turnover comes from repeat business. However, it is intended to adopt a more proactive marketing plan, which will include direct mail campaigns, newsletters, a website and more active PR – especially to introduce the new staircase designs.

2.2.3 Pricing

All work is individually priced according to specification, though there is some commonality where designs are similar. The company aims to achieve a Gross Margin of between 30-35% on all its products – though the pricing process will be quicker, easier to manage and have the facility to monitor margins when the new cost management system is installed.

In general, the company's pricing is very competitive within the local traditional joinery industry. This is borne out by the amount of repeat business achieved and the fact that the quality of work and personal service provides good value to customers.