

BRIDGFORD INTERIORS



A proven track record and top reputation

With a proven track record and an enviable reputation in the industry, Bridgford Interiors specialises in the fit-out and refurbishment of UK retail and leisure property.

While the past year has been tough for all across the sector, Bridgford Interiors has been comparatively protected from this annus horribilis, having maintained its existing customer base (with multiple projects from 18 retained clients accounting for about 90% of turnover) by continuing to deliver on time and on budget. Simultaneously, the company has continued to develop new business relationships by consistently providing commercially viable solutions to a range of retail clients.

"Our ability to plan, organise and deliver projects in a professional manner has led to a high proportion of repeat business, which is a true testimony to performance," says Bridgford associate director Alan Palmer.

1994

Year Bridgford was founded

224

Number of projects in 2009, from 23 clients (including five new ones)

88

Percentage of business Bridgford has retained

30

Number of weeks it took to fit out Westfield London's Vue cinema – Bridgford's longest project in 2009

"Our teams genuinely get excited about their work – they are satisfied that they are producing something worthwhile.

"The volume of interiors projects undertaken in 2009 rose by 20% as a result of a concentration on the core retail market and attention to customer requirements."

The workload generated from retained clients has seen more than 200 projects undertaken across the UK for the likes of TK Maxx, O2, Marks & Spencer, Boots, DSGi, Toys R Us, Cotswold Outdoor and Asda.

In addition, projects have been undertaken for new clients, including popular UK high street brands such as Pret A Manger and Adidas.

"A focus on longer-term agreements and preferred contractor status has been key to our success. In the struggle for survival, the fittest win at the expense of rivals because they succeed in adapting themselves best to their environment," says Palmer.