



Team Bridgford

As Bridgford celebrate its first 18 years of building reputation and relationships in the interior fit out sector based on providing quality through a personal and dedicated service, Bridgford Interior's business development director, Alan Palmer uncovers the formula of their continuing success.

The origins of Bridgford's success is in high volume, rapid rollout programmes across the UK but one off bespoke projects with compelling and distinctive environments have also become part of activities providing a high quality, value for money service, with attention to detail and a personal touch.

Bridgford manage to maintain a client base covering an impressive breadth of retailers but more impressive still is the depth of these relationships, some stretching back to 1994 in the case of Dixons Retail and 1999 with the likes of TK Maxx and Starbucks Coffee

The key performance indicator for this business is the level of repeat business and relationships with their clients and project teams - producing a balanced and considered result time after time. We are extremely privileged to be engaged in long term working relationships that have been nurtured and built on trust and open communication, providing consistency and reliability, supporting our clients every step of the way on their journey to success.

Recent years have seen our modus operandi move outside of our traditional shopfitting territory in many ways, firstly the dramatic shift to night working, allowing a store to trade during the day with minimal disruption whilst refit works are undertaken piecemeal through the night; An involvement with the growing trend of pop up shops, fitting out five stores in fast succession for Toys R Us ahead of their peak Christmas season; true general contractor construction works for developers including works at the historic Bon Marche Centre in Brixton and two retail park redevelopment schemes; education is another sector - having completed projects to deliver a new cafe, a refurbished library and a toilet remodel at schools in Southwark.

The formula is simple - we are a trusted partner employed to translate

vision into reality, providing greater efficiencies and innovation, we add value where it counts ensuring the optimum balance of time, cost and quality. Our business has the flexibility to adapt to and to manage changing expectations and objectives with the benefit of competent and experienced handpicked site teams which in turn enhance client relationships. It works because of all the constituent parts.

Given the lack of foresight, inability to plan and resource efficiently for the future continues to be the cause of many a head scratching moment but it is always heads down and get on with it. To do nothing is to go backwards, our strategy is one of continuous improvement, reviewing lessons learnt and strengthening existing relationships.

With an updated online presence at www.bridgford.co.uk Bridgford will continue with a concentrated effort on marketing to improve their new business pipeline and through teamwork seek to stay closer than ever to their existing contacts.

