

# Ticking all the Boxes



**AS BRIDGFORD INTERIORS CONTINUES TO BUILD ON ITS REPUTATION AND RELATIONSHIPS AS A LEADING GENERAL CONTRACTOR IN THE INTERIOR FIT-OUT SECTOR, BASED ON PROVIDING QUALITY THROUGH A PERSONAL AND DEDICATED SERVICE, RLI CATCHES UP WITH THE SPECIALIST INTERIOR FIT-OUT BUSINESS' BUSINESS DEVELOPMENT DIRECTOR, ALAN PALMER, TO UNCOVER THE FORMULA OF ITS CONTINUING SUCCESS.**

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

What are retail clients and ultimately their customers looking for? There are many buzzwords in everyday use – WOW

factor, Destination, Experience, Artisan, Atmosphere, Boutique, Local relevance, Brand heritage... Which ever way you dress it up Bridgford seeks to meet the challenge head on, working collaboratively with design teams in an integrated manner to transform vision into reality.

"We are but one small cog in the ever-evolving global marketplace, where the customer is very much in control," explains Business Development Director, Alan Palmer. "Consumers continue to demand instant gratification, demanding products quicker,

cheaper and with as little inconvenience to them as possible – similarly this rings true of our own retail clients."

The internet is invisible competition that is both convenient and can save customers money, he says. "Whilst multi-channel is here to stay, we believe that there remains a place for the retail store."

Retail environments need to be revitalised in order that they touch people's emotions and to provide a different experience that appeals to all of the customers senses and addresses their aspirations. All for maximum impact and minimum cost!

Fortunately, in a sector that is typically reliant on a small number of long-standing relationships, Bridgfords has bucked the trend, working for 23 prestigious clients in 2012 – 18 of which are retained, some in excess of ten years.

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 resilient, maintaining relationships through professional, experienced, competent and above all passionate staff; paying attention to detail and communicating honestly," says Palmer. "We appreciate that every project is unique with its own set of challenges and provide a tailored approach to meet the

scheme objectives."

Bridgford Interiors is 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 clients every step of the way on its journey to success.

Managing Director, Paul Cockle puts the business offer in simple terms: "The successful project delivery comes first every single time, our robust and dynamic integrated approach to all aspects of the delivery process and the relationships formed as a result are the key to our success. At every stage of the project our team are there to offer, help, advice and support ensuring that each and every client is treated as Number 1."

Martin Fahey, Commercial Director, cites his experience of a slight decrease in enquiries over the year to date: "Whilst tendering activity has remained consistent with the previous year's levels, this does not provide a true reflection of project activity. Enquiries may not have grown numerically, in part as a result of reduced workload in the sector, however for us, the quality of the enquiries and our actual project numbers have increased. One tender enquiry for Maplin Electronics saw us implement works across 176 stores, followed in succession by another 49 sites similarly

for Car Phone Warehouse, whereby we have implemented works on 165 stores as part of one roll-out initiative tender. Proof that you can't judge a book by its cover!"

2013 has seen some notable 'Flagship' schemes including Hertz global flagship concept at Marble Arch, TK Maxx in Covent Garden and 3 projects for J Crew at Lambs Conduit, Draycott Avenue and Regent Street.

The formula is simple, says Palmer: "We are a trusted partner, providing efficiency 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; we truly are small enough to care and big enough to cope!"

As a business Bridgford is ambitious and continues to grow, and is now seeking out new opportunities in order to survive. Fortunately, through reputation and testimony, the company has this year welcomed a number of new clients to its portfolio, including J Crew, Swarovski, Cineworld and Hertz.

"We seek to understand our prospective clients," he adds. "J Crew being a case

in point, when a delegation of our senior management visited New York for a whirlwind tour of their head office, to meet staff and to visit actual stores to immerse themselves in the company's brand culture.

"Our strategy in an uncertain but increasingly optimistic retail marketplace remains one of continuous improvement, reviewing lessons learnt and strengthening existing relationships."

As with its retail clients, the company's hardest job is to attract new customers whilst retaining the existing. Its website acts as an impressive shopfront window display to entice people into its business. "This is our one chance to make a big impression, to provide confidence and to encourage dialogue," says Palmer.

With an updated online presence at [www.bridgford.co.uk](http://www.bridgford.co.uk), Bridgford will continue with a concentrated effort on marketing to improve its new business pipeline and, through teamwork, seek to stay closer than ever to existing contacts.

"If we can leave one message with our prospective clients, contractor selection is about value, quality, programme, passionate people, communication to name but a few – Bridgfords ticks all the boxes," concludes Palmer.



J.CREW, BROMPTON CROSS



TK MAXX, COVENT GARDEN



HERTZ, MARBLE ARCH



J.CREW, LAMBS CONDUIT STREET



MEDICINEMA, GUYS HOSPITAL