



- ▶ **Client:** Britannia Kitchen Ventilation Ltd
- ▶ **Product:** Commercial Kitchen Ventilation

▶ **Services We Offered:**

- Control of all sales & marketing
- Design & production of all sales literature
- Publicity photography
- Running marketing campaigns
- Managing field sales force
- Arranging and attending trade shows/exhibitions
- Preparing and conducting CPD seminars
- Achieving sales in line with budget & targets

- ▶ Britannia is a company that was established, and run by our senior partner. The business designs and installs custom manufactured kitchen ventilation schemes to commercial catering establishments.

The main clients include Building services consultants, M&E contractors, local authorities and catering equipment dealers.

The business which started trading in 1995 achieved annual growth of approx £250,000 per annum and was turning over £1.7 Million when it was sold to a plc in November 2002. The business continued to grow to over £3 Million turnover with double digit profit.

The service provided was the entire sales and marketing function, taking the company from a standing start, in a competitive marketplace up to the position where it was considered to be in the top three suppliers in Europe, which attracted the buyout offer from the plc.

The marketing methods used were not high brow expensive systems, they were born out of the stark reality that we had started a business and needed to sell our services, quickly, effectively and with the minimum cost.