

Emma Thompson

PRObuild – a modern shop fitter, going places ... and fast!

Moving from a sole trader to a small and then medium sized business is a challenge which PRObuild has relished. In 2006 having quietly grown its turnover to become a multi-million pound business, it recognised that it could no longer simply rely on its passive approach to gaining business.

In securing its eleventh place in the Sunday Times Fast Track 2007 league table it realised the next stage of its evolution had to include creating a name for itself in the retail sector by developing its brand and managing its customer base.

Like many businesses, PRObuild had been busy doing what it does best, but had not taken the time to create a presence in the marketplace. Everything from what made the company unique, evidence of its success and why its high profile clients such as Tesco and Co-op repeatedly used PRObuild, remained hidden.

After a few conversations, the story behind PRObuild had been converted into key messages for the retail, education and commercial sectors for its first website. A draft marketing strategy was also produced along with content for other promotional material.

Working alongside Smooth Branding, PRObuild developed its new image as a modern, dynamic professional business to make it stand out from its competitors based on a brief I had prepared from discussions with the directors.

It no longer describes itself as a shop fitter but an organisation that recognises its role in creating an environment that will enhance its clients' brands. It is instrumental in building that first impression, making it a contributor to the bottom line. See for yourself at www.probuildbham.co.uk.

"Working with Emma was a pleasure. Her input and help to form a marketing strategy for the company was both professional and informative. It opened our eyes as to potential opportunities for the company and gave us the necessary guidance to take advantage of those opportunities. "Emma is always punctual for her appointments, well prepared and committed to the task in hand."

Since meeting Emma the company has undergone a rebranding and there is now a more upbeat feel within the company, giving an air of confidence to all employees. I see our relationship together as very much ongoing and not just a one project involvement. I would have no hesitation whatsoever, in recommending Emma to any company that is looking to utilise, enhance and develop what skills they already possess." Nigel Ford, MD, Probuild

office - 01865 339909
mobile - 07832 268383

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23 Complins Close, Oxford, OX2 6PZ
emma@emmathompson.me.uk
www.emmathompson.me.uk