



**Client – John Merison, Coalville, East Midlands**



John Merison, one of the leading Midlands based Building & Maintenance contractors selected us to support them to re-develop their business strategy.

### **Objectives**

- Develop and implement the brand strategy to take the company forward
- Communicate key values to all staff, stakeholders and customers
- Create a new website to reflect the values, products, skills and capabilities of the company.

We identified a clear direction for the company, building upon the company's strengths, capabilities and the optimising the opportunities available for this well established family business. We established a clear direction for the company with an action plan to implement over six months significant changes without detracting from its core values.

### **Outcomes**

- Established a clear direction for the business to follow, developing its direction as a domestic and commercial builder and maintenance company.
- Developed new policy and procedures to enable the company to enter new markets
- Created a rollout plan for the business to implement the changes necessary
- Implementing a new marketing strategy for the company, with tangible marketing materials
- Created a new website and communication strategy for John Merison building & Maintenance.

The new look website (click logo for link)  built upon the values and success of the company while building a clear direction for a newly appointed marketing manager to implement.

***"Renewing the brand is an important step in redefining a business over time, but must always be done without losing sight of its core values and value it provides customers, which is something which we have successfully achieved for John Merison."*** Richard Gourlay, of Cowden Consulting.