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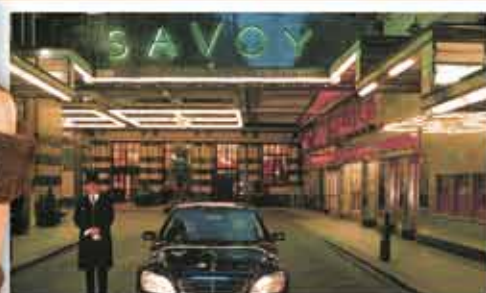
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TROJAN - Taking care of business



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62 >

taking care of business



WITH A REPUTATION FOR ATTENTION TO DETAIL AND A PERSONAL APPROACH, LONDON-BASED **TROJAN SHOPFITTING** OFFERS AN UMBRELLA OF DESIGN AND MANUFACTURING SERVICES FOR EVERY CLIENT. DIRECTOR, MICHAEL PRATT, TALKS TO RLI ABOUT THE COMPANY.

Trojan Shopfitting is renowned for its high-quality end products and ability to successfully complete projects on time and within budget.

Although it has been a turbulent couple of years in the shopfitting industry, Trojan has weathered the economic storm and has adapted its business to ensure it is geared up for the future.

Michael Pratt, Director of Trojan Shopfitting, said: "We have seen an increase in tender activity in recent months, so the market pulse has started to beat a bit more vigorously again. But it's still weak and the margins remain tight, thus we will proceed with caution throughout 2011. Expect a better check-up in 2012 as we will need to be healthy enough to compete in the Olympics!"

In light of last year's sour economy, a new business strategy and company expansion was needed in order to reflect the company's future business objectives.

"Our market research indicated that there were opportunities to strengthen the company brand and image by implementing an on-line marketing campaign, increasing services, tapping into semi-luxury markets, and expanding manufacturing capabilities," Pratt adds.

Trojan responded by moving its headquarters to an office space that could accommodate full manufacturing capabilities, acquired specialty training

ALL IMAGES ARE OF THE FENWICK BOND ST STORE

PHOTOGRAPHY: RICHARD LEENEY.
CREATIVE DIRECTORS: STUDIO DB AND RETAIL
INTERIOR DESIGNERS.



and certifications, scheduled AdWords advertising, joined social media outlets and numerous on-line directories, and by creating Trojan One - the design division of Trojan Shopfitting.

"Trojan has been able to better meet the needs of our market by offering a bespoke service. We have been able to attract new customers and grow our client portfolio. "However, let us not be misleading and imply that we were immune to the effects of the economic downturn, because that certainly was not the case. We felt its burden on our turnover rate much like most everyone else in the industry. But, fortunately for us, as a result of careful, systematic research of the market and industry data, coupled with our willingness to take some substantial financial risks, we were able to implement a competitive strategic plan that has been able to sustain us thus far."

The company is currently working on several office and hotel refurbishment projects, including Goldman Sachs' River Court, Peterborough Court, Cavendish House and Christ Church Court offices, Royal Lancaster Hotel, London, Mandarin Oriental Hotel, London, and Intercontinental Hotel, London.

Pratt added: "More recently, we have finished a number of new outlets for the Italian company Calzedonia and their sister brand Intimissimi, as well as completed works on the large-scale refurbishment project of the Fenwick Bond Street Store in London."

The Fenwick project was a large-scale refurbishment that took nearly one year to complete. Trojan's responsibilities included, but were not limited to, partitioning and ceiling works that include detailed lighting troughs and ornate fibrous plaster domes with intricate details. The new feature columns and ceiling on the new ground floor lingerie department were not only designed and installed by Trojan, but manufactured by them as well.

Pratt explains the Fenwick on Bond Street store is the project that the company is most proud of to date.

Previous clients include Harrods, Selfridges, Fortnum & Mason, GIVE, Dorchester Hotel, Holiday Inn, Hare & Tortoise, FRAE, Organic Frozen Yogurt, House of Fraser, Harvey Nichols and Marks & Spencer.

Pratt said the company has seen a diversification in the scope of services rendered.

"As a result of the poor economy, clients have become better consumers. They're aware of what factors drive-up project costs, and they also know what minimises costs. Clients want projects carried out in the most efficient manner in terms of cost and time."

In response Trojan has acquired the expertise to provide interior services directly

rather than through third party sub-contractors and become proficient in the use of modern materials and techniques, such as, polished plaster, stainless steel fabrication, and solid surfaces such as Corian.

Trojan has diversified and acquired more commercial projects last year, than in previous years, which the company attribute to its increase in manufacturing capabilities.

"In the past, we were able to rely on our reputation and high level of quality to maintain our client loyalty", Pratt said. "But since the downturn in the economy, we have noticed that price has become the biggest concern for most clients. Even the high-end, prestigious clients, who demand the highest quality materials, have become exceedingly more cost conscious.

"We have expanded the talents of Trojan Shopfitting by offering more services in interior design and architecture, project management, new product development, manufacturing and maintenance.

"With the addition of our design division, Trojan One, to focus on the design and project management elements, combined with the fit-out and installation expertise of Trojan Shopfitting, we are able to offer a complete turnkey interior design solution which has allowed us to contain costs, as well as quality."

During 2011, Trojan aims to secure larger and more complex projects as the main contractor.

The UK company said overseas expansion is one of their longer-term goals, but for now it wants to continue to fine-tune-to-perfection its current offers.

"We realise that our most important company asset is our loyal customer following and high level of customer satisfaction. Our management style is honest and straight-forward and our clients definitely appreciate this. We also bring a large degree of technical knowledge to the job, and we are diligent in our efforts to work

collaboratively with all teams involved on any given project.

"We can offer good value to customers, as well as change direction quickly if our approach isn't working. Our manufacturing capacity enables us to produce more goods at a lower cost, as well as consume less sub-contract work.

"The fact that we were able to remain in business during the last two years, with a fairly steady work flow, is a pretty good indication that we have longevity in our future. And now, with the economy picking up, we are most excited at the prospect of having an improved turnover rate for 2011."

www.trojan-shopfitting.co.uk

