

CASE STUDY

What a difference an award can make

The Snibor team



FASTEST-GROWING BUSINESS

Snibor Limited

Snibor Limited is a specialist building company, which carries out work for professional or business clients, domestically or within the working environment. When Andy Robins founded the business in 2001, from the utility room of his home, he set his sights high, establishing a vision of excellent customer service and introducing business disciplines and objectives more common in bigger business. He also had original ideas for expansion, such as setting up a decorating service with young mothers who would like to work but are only available during school hours. Three years on Snibor has chalked up annual growth averaging almost 200 per cent and has a target of doubling turnover this financial year to £6million. The vision of providing outstanding customer service has led to 70 per cent of their business being repeat or referral.

The rapid growth and the way the company has established a reputation for quality earned Snibor the Fastest Growing Business Award in the 26-100 employee category at the 2004 Sage Business Awards.

Andy Robins says: "We are determined never to stand still. A rolling business plan, sound financial management and forecasting ensures goals are set, reviewed and achieved. Strong leadership and the achievement of Investors in People make possible the acceptance of continual change. Investment in coaching, training and team building is also

an essential part of our vision." Since winning the award Snibor has secured three new large contracts - extensions for two private schools and a new build private farmhouse - worth a combined turnover of £3million. They have also concentrated their efforts on specialist projects (residential contracts with a value up to £100,000), delivering high levels of customer service, on time and to budget. These efforts are paying dividends with an increased demand for Snibor's services and improved margins. The idea of working mums as in-house decorators has also come to fruition, as has an interior design consultancy, both of which were a direct result of the award.

Andy Robins recommends that other businesses enter the Sage Business Awards. He says: "Winning has raised our brand and profile dramatically. This helped enormously with the recruitment of high quality staff, which in turn enabled us to expand the business. Our award also gave our employees an added sense of pride about the company and we have used the awards in marketing and promotional material."

He adds: "The ceremony itself was an excellent evening and a great networking opportunity. We met Liz Earle Cosmetics (winner of the Customer Service Initiative Award) and subsequently visited their business and have implemented several ideas they kindly shared with us. Small and medium-sized businesses have nothing to lose and everything to gain by entering the awards."

For more information on Snibor Ltd visit www.snibor.co.uk