



How we helped Restore plc add a second string to its bow

Case study: New market entry strategy

Apr 2011 – September 2012



We helped Restore plc become No 1 in the office removals market

In a nutshell

Challenge	What we did	What happened
<ul style="list-style-type: none">› Restore's core business was Records Management (RM) but it wanted to develop another service line› Office relocation & removals had potential so Sargents, a £3m t/o was acquired from the administrator in 2011› Restore hired us to understand this market better and work out how to grow Sargents and RM 	<ul style="list-style-type: none">› Evaluated the market, its relationship to RM and where Sargents stood in people's minds.› Worked with shareholders to develop a strategy and worked with team to develop the proposition, its operations and a marketing plan.› Re-branded it and supported the MD and sales team as they executed the plan 	<ul style="list-style-type: none">› The business was stabilised staff were energised and focused, margins improved; large contracts retained and expanded; cross selling with Records Management began.› Restore group's confidence in this business line encouraged it to acquire Harrow Green the £30m t/o market leader and ROC nine months later; in 2013 all three were integrated into a new division 

How to grow office removals and relocations?

Our work helped the MD hit the ground running

Office relocations account for 60% of Gp turnover

Group revenues successfully diversified and shareholder value greatly enhanced within 2 years of the Sargents acquisition (see over)

Restore plc performance 2011-13

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Where You Stand worked with analysis and insight to give us a completely fresh take on our business.

They explained their findings to us with great clarity which enabled us to draw up a coherent and achievable sales and marketing plan. We worked with Where You Stand to implement this plan and it has added considerably to our business.

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I look forward to working with Where You Stand again.

Charles Skinner, CEO Restore Group

Share-price (p)



Key Performance Figures

	Revenue 2012 £'m	Revenue 2011 £'m	Adjusted Operating Profit/(loss) 2012* £'m	Adjusted Operating Profit/(loss) 2011* £'m
Document Management	21.0	15.6	7.5	5.4
Office Relocation	22.3	3.2	1.2	0.3
Head Office Costs	-	-	(1.6)	(1.3)
Total	43.3	18.8	7.1	4.4

Extract from 2012 annual report

It always starts with a question.

Our market has changed - how should we position ourselves?

What's the best value proposition to win in a competitive market?

What story should my sales people tell to sell more of our products?

These are typical questions that keep business owners and their management awake at night. But for those without strategic marketing resource, where to go for help?

72% of CEO's distrust marketing agencies' lack of rigour - they know more fundamental issues are at play than a catchy tagline or a re-brand can solve. And because market performance depends on people, what they really need is a clear, coherent way to focus their efforts, not a shinier brochure.

That's where we come in. The problem is, most initiatives fail because the customer is not properly represented so resources are ill spent. We on the other hand, work with leaders to understand 'where you stand' in the customers' mind. Based on these insights we develop actionable plans that everyone can execute. And as a result our clients outperform the market.

What's your question?

Ask us over a coffee. How do you like yours?

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