



## Inchoak Office Furniture Office Furniture Suppliers & Office Refurbishment

Inchoak are a young dynamic company providing a bespoke office refurbishment and office furniture service to SMEs and large corporations across London and Home Counties.

Position4Business are Inchoak's marketing agency working on a consultancy basis at their offices. Our goal has been to move them towards creating marketing processes that regularly achieve sales.

For Inchoak we are utilising the following processes;

- Marketing Consultancy
- Marketing Plan and marketing Timetable
- Marketing Budget
- Monthly Direct Mail
- Monthly Email Broadcasts
- Monthly Fax Mailing

### Result

It has taken one month to get the Inchoak database into a useable condition. We then Direct mailed 1000 old / dormant customers, emailed and fax mailed 1000 existing customers with new products and offers.

This first months activity produced £13,000 news sales, from a cost of £2500. We anticipate monthly new sales at this level minimum, whilst we expect costs to reduce to £1000 per month.

*"Position4Business have worked with us to push forward our marketing. The processes they have put in place will enable us to achieve direct sales and new enquiries from a cost efficient base."* Kay Williams, Inchoak Office Furniture.

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