

# A CONSTRUCTION INDUSTRY SECRET

**TJ Hall is a specialist refurbishment and fitting-out contractor. For the past 30 years from a base in Leicester, this family-run business has been providing this service throughout the UK. Operating across all sectors and capable of undertaking projects from £25,000 to £15m, Gordon Hall, Managing Director, explains how he has driven the business to be capable of not just surviving during the current turbulent economic climate, but expanding to become an even stronger and more successful organisation.**

"We work in a highly competitive industry that is currently facing many challenges. Operating in partnership with our clients has enabled us to develop an understanding of what drives their business so we deliver the most cost effective solution that fulfils their needs. The benefit of our collaborative style has enabled us to develop a proactive, value-adding service giving clients peace of mind in our capability."

Testimony to this success is the fact that TJ Hall is bucking the trend that many contractors are facing. Whilst well known family-run Midland businesses have collapsed during these difficult economic times, TJ Hall is experiencing a period of expansion. Historically, the company has an annual turnover of £6m, which has already been secured in the first quarter of 2009.

As Mr Hall explains: "Our industry is in turmoil, which TJ Hall has embraced. We have had an exciting start to the year with clients



that we have a proven history with, trusting us to keep providing a cost-effective solution for them. Our philosophy for achieving success is in the attention to detail. By listening to and evaluating our client's needs our motivated staff deliver projects to a carefully costed programme of work, on time, on budget and snag free."

It is this certainty of delivery that has enabled TJ Hall to establish an enviable public and private sector blue chip client list. With organisations such as DHL, Sainsbury's, Prologis, Cosworth Racing,

the MoD and Williams F1 relying on T J Hall, the company looks well placed to ride out the recession.

Surprising for such a highly thought of company, TJ Hall has a fairly low profile outside its client base building up a good reputation without advertising. Mr Hall is taking advantage of his company's excellent reputation and unprecedented growth by undertaking a rebranding and repositioning of the company.

"People may be surprised to learn that historically, we have never marketed for work. Our success has been built on repeat business and referrals - real word of mouth recommendation. We're not a company that rests on its laurels, but we are one of the construction industry's big secrets. Many of our competitors have the profile and image but don't deliver. The opposite is true of TJ Hall. Clients were very impressed with the service provided, but lacked a way of promoting us.

"Marketing literature was actually requested by clients we had worked for who wanted to recommend us, but unfortunately we had nothing to give them. With a suite of brochures and a soon to be re-launched website it is the perfect time to explore new opportunities whilst still maintaining our existing client base.

"Our continued success is down to the quality of service we provide establishing a lasting professional relationship that clients can trust. The time is now right for us to move from being an industry secret to being a first choice contractor."

It is refreshing to hear of a company that has managed to stand firm during the current economic turmoil and one that will emerge more financially secure. Whether you are looking to complete a new building, fit-out a bare shell, refurbish your existing premises TJ Hall can manage your project from start to finish. It offers a full 'Turn Key' capability or it can simply tailor its service to suit your needs.