



Phoenix Organics Case Study

Background

Based in Bromyard near Hereford, Phoenix Organics is owned and run by Geoff Mutton & Steve Tomkins and a team of around 15 staff. The business has been trading for over 10 years supplying organic fruit and vegetables along with a range of other produce to the wholesale market. Customers range from large businesses to small independent retailers nationwide who either collect or have weekly deliveries of fresh produce. "We moved from a smaller unit near Malvern a number of years ago to this larger unit as the business grew" comments Geoff.

The challenge

When the owners of Phoenix Organics spoke to Chris from B Innovative in early 2012, new business via the previous website had all but dried up and phone call enquiries were on the decline. They had healthy sales from existing customers but wanted their market share of new ones. The previous two years had been fairly static with growing competition for new online enquiries against major companies whilst other smaller businesses in the industry had folded or been bought out.

The solution

"Robby & Chris from B Innovative initially came out to meet with us on our premises. They took great interest in all aspects of the day to day running of the business and the challenges we face each week. They put together a sound, clear business proposal and explained how an effective website would bring new enquiries & sales which convinced us to invest in a new updated website" Geoff says "We told them how we wanted the business to be portrayed and they met the brief very well. They listened & worked with us. Within months after the re-launch of the new site there is a steady increase in new enquiries, visitor numbers & site engagement "

By gaining an understanding of the business & the goals, B Innovative were able to create an online presence for Phoenix Organics that delivers new business and keeps their customers up to date with easily accessible information. This was achieved by using a flexible Content Management System, a full Search Engine Optimisation strategy, a focus on the business and visitor experience.

cont...



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CASE STUDY

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The results

"We're now getting a really interesting number of new enquiries that are developing into new business. We're only at the start of 2013 and turnover is up 11% on the previous year" comments Steve "and signs are now good for the future."

Geoff adds "We're enjoying a boost in new enquiries & business due to a better web presence. The business is now projected on the internet in a way we're happy with. We get feedback that it's nice to see photos of staff members that our customers deal with regularly. It helps make relationships with customers closer."

"It's helped make a very positive feel about the business. The raised profile is making us more attractive to potential customers too. We're now receiving 10 – 20 new emails & calls per week."

"Although it's early days, we're now starting to understand the value of how an effective website can make a difference to our business" Geoff adds "and that it's important to work with professional web developers that focus on business growth"

B Innovative specialise in business web development using expertise, knowledge and understanding of both business growth goals and how to reach target markets.

"Have we seen a Return on our Investment?"..."Oh yes definitely , and we're looking forward to the future and continuing to realise the business online potential.

For a closer look at the business visit www.phoenixorganics.ltd.uk




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