



Bevan and Hely-Hutchinson is a dynamic company dedicated to the design and production of the highest quality furniture, decorative items, interiors and architectural finishes.

THE CHALLENGE

Bevan and Hely-Hutchinson design and produce furniture of the highest quality together with decorative items, interiors and architectural finishes. The business has built its reputation on producing bespoke made to order items, taking customers' ideas from concept to completion, tailoring them to their exact requirements and adding expert advice at every stage. They have received commissions from all over the world.

The business has now moved into a new era of development and they have recently designed a new range of quality furniture that can be ordered from stock. The range complements the made to order items and provides a whole new product offering to customers wanting something a bit different and exclusive, yet available immediately.

They opened a new store in London to target customers in and around the capital and to reach a wider audience of national and international customers, a new website was needed with full e-commerce capability and online ordering. They also needed a robust and reliable ordering and stock control system to support the expected growth in business.

Bevan and Hely-Hutchinson had set aside a budget to achieve some of their targets for 2008, however additional funding would be required to do everything they wanted.

THE SOLUTION

- Work along side Business Link to offer advice and solutions to move the project forward.
- Our involvement continued during discussions about funding and support from Business Link.
- Design and build a new website using their new styling and logo.
- Develop the website to include a comprehensive content management system to enable staff to upload text and product photographs together with the ability to keep the website constantly up dated.
- Work closely with the B and HH team to provide an e-commerce solution including; shopping basket, stock control, order tracking and invoicing system.
- Provide an e-mailer system capable of sending bulk emails to registered customers.
- Implement a rigorous system for the development and testing stages.
- Build the site to be searchable by the main search engines.

THE RESULT

- Funding was agreed, following an assessment of the company's plans for growth by a Business Link advisor.
- The website was completed in time for the launch of the new range of products and to the agreed budget.
- The first stage of the website launch showed off the new company styling and colourways and included the new product range together with the bespoke range.
- Stage 2 is currently under development and will include the online ordering system and shopping basket.
- The London store's computer systems for ordering and stock control dovetail into the same system used for the website.
- Staff can update the website with new material as and when required.
- As new customers are registered in the database, staff will have the facility to automatically email their entire customer base with information about new products and services.

BENEFITS DELIVERED

The new website reflects the updated branding and provides an effective method of promoting the new product range. By enabling customers to browse and ultimately purchase items of furniture directly from the website, an additional route to market has been opened up with the potential to quickly and effectively reach new customers and grow sales. The website can be promoted using the emailing system to inform customers about the company's products and promotions.

CLIENT SATISFACTION

"From the first meeting when the opportunity of advice and funding from Business Link was mentioned, Crystal Thought's team have helped and supported us through the entire process. The advice and funding we received from Business Link meant we were able to do much more for our budget than we originally planned."

Adam Hely-Hutchinson, Director

Bevan & Hely-Hutchinson

Our service is bespoke and unique to each client we work for and your satisfaction is our number one priority.

We like challenges so if you want to put us to the test please get in touch to arrange a meeting.

For a free review of your website, click here or send an email to: info@crystalthought.co.uk or call us on Office: 01584 890725