



The friendly folk at Fairview Builders Merchants move heaven and quite a lot of earth to ensure the best for their customers.

Construction materials, timber and garden landscaping products are their specialties but customers visit the single site Worcestershire yard for so much more than that.

It's now a world away from the fledgling business which started in 1974 as a small yard in Cheltenham selling reclaimed building materials. A decade on from its launch, the company had expanded to selling new building materials alongside reclaimed ones. As it continued to grow a second site was acquired at Honeybourne, Worcestershire with a total area of 10 acres which included a massive 2 acre yard.

Managing Director Stuart Bailey explained: "We took this yard from being used primarily for holding stock, and built it into a successful, independent builder's merchants in its own right and we feel this transformation is one of the family firm's biggest successes."

By 2000, Fairview had outgrown its original Cheltenham site and so that was sold for the company to concentrate on growing and developing the Honeybourne base.

They have recently undergone a complete refurbishment which includes a new DIY store which has given the opportunity to introduce new lines including tools for every occasion and comprehensive ranges for plumbers and electricians.

"Our greatest challenge has always been to stock the right products, remain competitive without compromising quality, and give customers a service that is second to none," says Stuart.

"And thanks to our massive stocks of building materials we are confident that, assisted by our very knowledgeable and friendly staff, they will find the right building supplies at the right price."



Add to this our range of landscaping supplies, fencing, decorative aggregates and all you need in drainage, you will see why we are the number one choice for many builders, contractors and the public in the whole of the North Cotswold's and Evesham Vale."

Fairview leads the way in supplying traditional building supplies, but understands the need to become a modern supplier.

Stuart reveals, "We recognised a requirement for a powerful, modern computer system to aid our growth and profitability, and installed a multi user Sharp aX windows based system from Sharp-aX Computer Systems in Berkhamsted."

Already, as it proved easy for all staff to use, it is helping dramatically in areas of customer service, stock management and quotations.

Sharp-aX are also moving us towards the 'paperless office'; and have excellent customer support.

Other aspects which Fairview can eventually use in conjunction with Sharp aX are their upgraded builder's merchant website with online ordering.

"We are also developing our social media presence through Twitter (@fairviewtrading) and Facebook and marketing our products through ebay."

With its own fleet of vehicles, ranging from a 750kg van to 18-tonne crane offload trucks, it offers a standard one to two-day delivery service of stock items within a 25-mile radius from its yard.

The Directors are now looking forward to the next forty years trading and an ever closer relationship with Sharp-aX Computer Systems.

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# Fairview Ltd — Case Study