

CLIENT CASE STUDY: CONSTRUCTION SECTOR

Company Profile

Client	Provia Construction Ltd (Formerly Brett Construction)
Industry / Sector	Building & Civil Engineering Contractor
Geographical Reach	Kent, East Sussex, West Sussex, Essex, South London
Website	www.provia-construction.co.uk
Partnership Duration	Jan 2002 to date
Background	Provia Construction is part of the Brett Group and has developed a reputation as a leading Building and Civil Engineering Contractor in the South East offering the 'Total Construction Service'

Provia Construction's Vision

Roger Maycock, Peter West, Vic Ellis and Ian Jordan, the Executive Team for Provia Construction have a vision to become the **Best Contractor in the South East**.

"ROM delivers the optimum in business development. They are professional, knowledgeable, proactive, motivated, cost effective and they share in the clients desire to succeed"

**Roger Maycock,
Managing Director**



Buildings



Civil Engineering



Surfacing/IS



Small Works



Earthworks



Strong Partnership

In 2002 Provia's Managing Director, Roger Maycock along with the Management Team identified that there was a need for business development within the organisation and were unable at that time to complete the task in-house, they therefore decided to look externally for these specific business skills.

A key factor for choosing ROM was Roger's earlier successful partnership with them when working at a previous company where ROM had played a key part in the development of the organisation. Roger feels that the present campaign has only served to reinforce this opinion, and that Provia's level of planned growth has been met with ROM being very much a part of that success. As with all of ROM's campaigns, it started with a detailed briefing with the Provia's Management Team to identify their needs...



“ROM had the ability to detect our needs better than we were aware of and they demonstrated this by jointly building our strategic plan...”

Roger Maycock, Managing Director

Opening Doors



Provia Construction’s Build Director, Peter West said

“ROM has the ability to get Provia into unknown territory, gather relevant information and ultimately open doors. I like to meet people at the highest level and ROM recognises this. My meetings are with the people I want to meet”.

Achieving with the Whole Management Team

Roger added *“The added value of ROM’s involvement within the business development is that the whole management team started to interact with the marketing activity far more than anticipated. They joined in with the strategy and started to feel a part of it. ROM enabled that to happen”.*



Partnership Results

In 2008 ROM assisted in generating **£56,000,000** in potential new business covering 9 different industry sectors ranging from Education, Local Authority to Leisure.

ROM has worked in partnership with Provia since January 2002 and formed a unique relationship, working together to generate new business and maintaining a pipeline of business projects.

Peter West stated that *“ROM are part of Provia and have the same vision”*

**Roger Maycock,
Managing Director**

“The vision is within our grasp. You only have to look at the distance that we travelled in such a short space of time to believe what is readily available”

ROM Services

Provia has employed the full range of ROM services including the **Business Development Consultancy and Strategy, Tender Tracking, Creating the Vision Workshops, Tailored Communication Workshops and Executive Mentoring for Directors.**