

### What is 'Building Partnerships'?



Our 'Building Partnerships' philosophy is more than a sales-oriented tag-line for our company; it defines the way we operate in our industry and how we interact with key stakeholders. This in-house developed strategy is also a methodology for working with both suppliers and customers in order to break down barriers in creating sound partnerships and avoiding mistrust in the industry. 'Building Partnerships' is based on areas of Corporate Social Responsibility (CSR), previously issues that were only considered by larger companies.

**"The absolute fundamental aim is to make money out of satisfying customers" – Sir John Egan**

We have taken CSR one step further and put in context of the construction industry and as such have linked it with the influential report "Rethinking Construction" by The Department of Trade and Industry's Construction Task Force, headed by Sir John Egan.



Innovation and being at the leading edge of technological and processual advances are at the heart of our company; therefore we are leading the way for small and medium construction firms in incorporating the "Rethinking Construction" goals into their strategy.

One of the keys to the 'Building Partnerships' strategy is our investment in Information Technology, notably Enterprise Resource Planning systems and Business Intelligence. Our combined Management Information Systems and Decision Support Systems automate processes throughout our business in order to electronically and proactively monitor our Key Performance Indicators that have been set by any specific client. We allow our clients to set their own benchmarks and indicators and tailor our systems and processes to deliver on their information requirements. All the monitoring is completely open to audit at any time to ensure that our clients are assured that the performance we quote is an actual representation.



We view all our key stakeholders as partners of our business. Partnering is a methodology designed to work both up and down stream in the supply chain to both customers and suppliers. This sets partnering aside from less robust methods of collaboration that have taken place in the past such as joint-ventures and indeed, cartels. Rather than many suppliers in an industry joining forces and creating powerful market forces between them, they create cost-cutting deals between their suppliers whereby savings in cost and efficiency is offered to end-clients.

Trust is paramount in this type of arrangement to ensure the partnering chain does not collapse, we offer open book arrangements as well as frequent senior management meetings between suppliers, facilitators and end-clients. As the arrangements are open, there is also no contractual obligation in many cases to keep suppliers at the end of a term, ensuring that the drive to innovate and continually improve is still taking place. This will ensure that there are procedures being developed to enable repeat custom for the next term or project. Open-book policies also ensure that relative financial freedoms are not abused.



In our business we want to deal with suppliers who we can rely on to deliver the same high standards and value consistently. Value is also not something that is measured in terms of cost but in terms of quality and other services that come as part of the package from a particular supplier. We will reward suppliers showing their commitment to high standards, value, continuous improvement and innovation with our repeat custom. In turn, we encourage our clients to view us no differently.

Stobberts Ltd's commitment to its staff and technology investment have been commended and illustrated through our award of Best Business 2004/2005 from the North West Chartered Accountants Society. In order to ensure that 'Building Partnerships' will become a sustainable strategy within the company we will not lose focus from what is critical to any business, it's staff. We intend to continue investing heavily in both our staff development and innovation in our business and through the 'Building Partnerships' strategy we have a means to improve along with our suppliers, offering a better and more effective service to our customers.

For further information, or for a full copy of our 'Building Partnerships' report please contact our team below.

