

Roomes: Driving the business



16% increase in Growth, above industry standard

49% increase in Winter Sale

Five generations of the Roome family have now been involved in the running of Roomes since the first general store opened in 1888 in Upton Park. Now, trading from Upminster, it is regarded as one of the leading furniture stores in Essex with a reputation for unrivalled service and quality products, with annual turnover approaching £7m.

The Challenge

Managing Director Michael Roome explains: “Our biggest challenges before engaging RPS were: stagnant sales, poor systems, a lack of focus on selling and vague business goals.

“We had heard of RPS via Tudor Williams and attended a presentation given by RPS at AIS. We liked what we heard and ultimately asked ourselves: ‘if we don’t do this, then what alternative strategy for building the business in a harsh retail environment do we have?’”

The Solution

To address Roomes’ challenges, RPS performed its Retail Performance Diagnostic. RPS was then able to highlight to the directors the systems and processes they needed to overcome their challenges and achieve the sales figures they were after.

RPS devised a bespoke Performance Improvement Programme that was practical and deliverable, allowing Roomes to live up to the brand promise in-store and hit sales numbers.

RPS developed the capability of Roomes’ management team so they know which behaviours move which KPIs, close more sales and improve the conversion rate, ATV and order numbers.

The Results

Now the business is hitting sales numbers and delivering the brand promise in-store. The team is closing more sales and improving the ATV. The business has grown 16% in two years with a 49% growth in the Winter Sale due to increased ATV, Conversion Rate and Order Numbers

“RPS have given us the tools to drive the business rather than let it run us,” concludes Managing Director Michael Roome.

Your Next Step

For more information on how our performance improvement solutions will work for you, contact us today on:

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