

INSIGHT

Into how businesses have benefited from Townends philosophy - clarity, management and growth.

COMPANY:

Pipers Crisps Limited, Brigg, North Lincolnshire.

PROBLEM:

The creation of a 'New Brand' for a niche market that had the potential for growth resulting in both increased volume and business success.

OBJECTIVE:

To produce and supply premium grade crisps to a niche market that does not include any major supermarket.

OPPORTUNITIES:

Townends understood us and more importantly our requirements, giving help and advice as and when needed that assisted in the development of our new business.

OUTCOMES:

We have established a successful premium product with an excellent history. We sell to a niche market which continues to provide opportunities whilst enabling us to maintain control of our prices.

CLIENT QUOTE:

"Townends tell you like it is! Which is refreshing and very helpful in saving us time. Also we never feel that they are the wrong size of firm, ie 'Too Big' or 'Too Small' for our business."

SIMON HERRING MANAGING DIRECTOR - PIPERS CRISPS LIMITED.



Townends 

chartered accountants | wealth management | insurance brokers | payroll services