

# Seafield's plans become reality

## MARKETING

Seafield Logistics is introducing an ambitious marketing strategy following a review of its business practices.

The Nottingham-based firm says it has already adopted several recommendations from the review that will improve customer relationship management and raise the company's profile.

Account managers are now in place for all key accounts and internal changes have been taking place to address the need to provide a 'one stop

shop' approach and increase the range of value added services for customers.

Mark Strong, managing director at Seafield Logistics, is spearheading implementation of

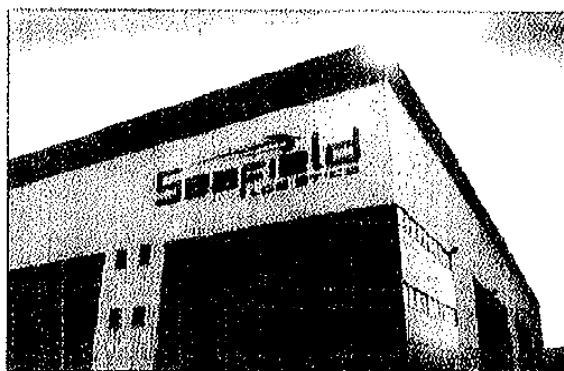
of the business as efficiently as possible while investing heavily, primarily in IT, warehousing and vehicles.

The review has shown us that while we need to continue

with this strategy we must also give greater emphasis to customer relationship management to ensure that we continue to improve our service delivery.

Seafield will need to act on the findings of the review if we are to realise our ambitious

plans to grow the business by 20% per annum over the next six years.



the new strategy. He says: 'For the past three years we have been working hard at running all areas