

# DEALER OF THE MONTH

A new series aimed at celebrating the great work done by dealerships up and down the country

## ERNEST DOE & SONS LTD

### Location and Size

Ernest Doe & Sons Ltd is a £100 million turnover company operating from 19 branches in East Anglia and the South East of England, under three trading names; Ernest Doe, Ernest Doe Power and Harper & Eede. Head Office is located at Ulting near Maldon in Essex on a 10 acre site.

The company employs just over 500 people, with over 120 service and parts vans on the road, 20 of which are dedicated specifically to groundcare.

### History

The company had its beginnings in 1898 in a blacksmiths shop run by Ernest Doe. The initial business was involved in making and repairing agricultural implements, and then, through the founder's son, Ernest Charles Doe, the company expanded by gaining tractor franchises, notably Ford and now New Holland.

Through the years, expansion was gained by extending the branch network and diversifying into both construction and groundcare. This expansion was started by Alan E Doe, son of Ernest Charles, and more recently by Alan's son Colin Doe, the current Managing Director.

The company has been very active in the supply of professional grass machinery for over 50 years and has latterly become Ransomes Jacobsen's largest European dealer, having won their UK Dealer of the Year award several times and has also been crowned European Dealer of the Year.

The company's slogan is "Where you can buy with confidence" and the underlying premise behind this is that Ernest Doe is there not just to



sell good products, but to ensure that they can be maintained and repaired.

### Key Services Offered

Ernest Doe has full servicing workshop facilities at each of its sites. Apart from the usual repair and service work, the company offers a tyre service, a paint shop, a ram shop which can deal with hydraulics and make up hoses as required, air conditioning maintenance and full cylinder grinding capabilities.

The company also offers Doe Plus, a warranty and breakdown policy which is combined with a maintenance contract so that repairs and servicing can be covered on a fixed cost basis.

A full parts stocking policy is enhanced by daily deliveries between branches to ensure that parts are readily available at short notice.

All the major franchises offer a pre-7am next day delivery to

the company's premises. The company has parts vans on the road which can bring parts direct to customers' doors.

The company's own transport fleet operates a collection and delivery service with articulated vehicles available for larger plant.

### Training

The company operates a four year apprenticeship leading to NVQ Level 3, specialising in groundcare. Apprentices spend time at Evesham College as part of their training.

### Major customers

The company has supplied many of the local authorities, golf, football and sports clubs in East Anglia and the South East.

### Franchises

- Ransomes Jacobsen
- Iseki
- EZGO
- Kawasaki
- Wiedenmann
- New Holland
- Case IH
- Stihl
- Husqvarna
- Yamaha
- Bomford

*and many more too numerous to mention*

**To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured...  
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