

DEALER OF THE MONTH

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

FAIRWAYS (GM) LTD

Location and size

Glasgow, Kinross, Aberdeen and Inverness, and a sub depot at Eccles). Turnover objective for 2010 is around £8million

Employees and size of premises

32 people split into sales 6, parts 4, service 16, accounts and MD 3, admin 3. The business operates from 5 locations with premises totalling 28,800 sq ft.

Number of service vans

14 service vans stocked with fast moving parts. Our vans are equipped with all necessary special tooling and have a bench, vice and power tools to facilitate on site engineering.

Brief History of Company

Fairways (GM) together with its sister companies Wiedenmann (UK) Ltd and Fairways Sportsgrounds Ltd constitute the Fairways group. Our construction company Fairways Sportsgrounds Ltd can trace its roots back to 1919 when the business was established by John Stutt who went on to build many golf courses with Braid and Mackenzie Ross. In 1991 Wiedenmann (UK) Ltd was established and now promotes a wide range of Wiedenmann products through dealers covering the UK and Ireland. In 2004 Fairways (GM) Ltd became Ransomes Jacobsen's Scottish dealer.

Initially based at Inchinnan and at Kinross on the east side of the country it was soon apparent that local service points were required and Inverness and Aberdeen depots were established. More recently a small service and grinding centre based in the Scottish Borders was opened.

We are currently building new premises at Kinross opening in November, which will enable us to expand our customer support in line with forecast sales growth.

Key services offered

New and used machinery sales, parts supply, servicing, maintenance contracts, spot and long term hire and breakdown response and warranty work. We also tailor supply proposals to meet the individual needs of the customer; this includes initiatives covering finance, servicing and support.



How has the dealership changed over the years?

In November 2004 we started our business from a clean sheet of paper; this has meant constant investment and change to meet the needs of the growing business. Our employees are our biggest asset and in line with our continuous improvement policy we have developed core values to ensure that our people develop and deliver on our promises. Manufacturers are bringing machines to market that are hi-tech using advanced technologies in hybrid drive systems and we will continue to provide high levels of training to all of our employees to ensure that our customers get the most from their investment.

What would you like to see changed?

It would have been nice to see Scotland at the World Cup, maybe next time! We would like to see an intensive international marketing campaign launched to position the UK as the number one choice for the international golf tourist. We would like more promotion promoting of golf among juniors.

To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured, writing no more than 450 words and including a decent photograph... Email scott@bigga.co.uk

Franchise(s) held

Ransomes Jacobsen (incl. EZGO, Turfco, Ryan, Cushman, Iseki and Smithco), Wiedenmann, Gambetti and Kawasaki

Major Customers

All customers are important, a cross section from our customer list includes:

- The Roxburghe Hotel and Golf Course
- Hamilton Golf Club
- Newmacher Golf Club
- Peterhead Golf Club
- Newburgh Golf Club
- Hilton Park Golf Club
- Royal Troon Golf Club
- Castle Stuart Golf Club
- SRU Murrayfield
- Whitekirk Golf Club
- Douglas Park Golf Club
- Inverness Golf Club