

DEALER OF THE MONTH

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

DEVON GARDEN MACHINERY

Location and size:

Torquay, Devon. Turnover is around £3 million.

Employees and size of premises:

22 employees spread across sales, parts, service, hire and admin. We occupy a site of approximately three acres.

Number of service vans: Three.

Brief history of company:

DGM is a family business started 27-years ago by husband and wife team, Alan and Jeannette Dommatt. Previous to that, Alan had worked for a large horticultural machinery supplier for 25 years.

Initially specialising in garden machinery, the business gradually moved into turfcare, which led to DGM being appointed Toro distributor for Devon, Cornwall and Somerset. Alan's son, Steven, joined the business in 1990 and is now a partner, with Jeannette retired and Alan trying to retire! Steven's wife, Charlotte, also runs the accounts department.

The team at DGM is exceptionally experienced with many key members of staff having been with the company for over 20 years. The business has been built on traditional values and a passion for making sure the customer is treated in a friendly and professional manner.

Key services offered:

New and used equipment sales, service, parts and hire of a large range of garden and turfcare equipment.

Franchises

Toro, Hayter, Iseki, Dennis, Sisis, Honda, Greentek and many more.



Specialist services offered:

Specialist sports grounds maintenance using our own operators who are ex-greenkeepers. These services include Verti-Draining, solid and hollow tining, overseeding, topdressing and deep scarifying.

How has the dealership changed?

As our company name suggests, we started life as a garden machinery business operating in Devon. But for the last 20 years our emphasis has been more on specialist turfcare equipment, covering the whole of the southwest of England. Our operated specialist contracting work for natural and artificial sports turf surfaces is also growing, along with an increased demand for good reconditioned equipment.

What would you like to see changed?

Funding for sport, especially at a junior level, to be protected during the government cut backs. Without encouraging kids into sport, the future of

our golf, football, rugby and other clubs – which are the lifeblood of our industry – will be seriously compromised. Keep them busy and they are also far less likely to get into trouble!

Do you support customers who have in-house service facilities (ie, OEM parts supply)?:

Yes, we provide comprehensive parts back-up as well as advice and service on more complicated issues.

Major customers:

All our customers are important whether they are buying a spark plug or a fleet of new equipment. A selection of our customers include St Mellion International, Woodbury Park Golf & Country Club, Trevoze Golf & Country Club, The National Trust and Torquay United FC.

**To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured...
Email scott@bigga.co.uk**