

# DEALER OF THE MONTH

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

## FAROL LTD

### *Location and size: Key services offered:*

Five depots (Head office near Oxford, Daventry, Hungerford, Hinckley and Midhurst). Turnover is around £50M p.a.

### *Employees and size of premises:*

35 employees. HQ is on a seven acre site just off JCT7 of the M40.

### *Number of service vans:*

35 Mobile technicians (42 Technicians in total)

### *Brief history of company:*

Farol Ltd was started in 1976 by George Vellacott selling new and used agricultural equipment, and today the business is headed up by George's son Matt as well as other directors who have joined the business over the years. Originally a Fiat tractor dealer, then taking on Case tractors in 1988, Farol expanded steadily, and built a reputation for excellent aftersales support.

When they were awarded the John Deere dealership in 2004 the growth came rapidly and although Farol operated predominantly in the agricultural industry, in January 2011 they were awarded the professional turf product range by John Deere. Complimented by several other key franchises, Farol are now a major groundcare dealer throughout central England in addition to the continually growing agricultural business. Farol have always maintained an extensive export business for used equipment and sell machines across the globe.

Parts and service specialists at each depot offer round the clock support to all Farol customers, with an extensive selection of key parts stocked across the five branches and menu pricing for servicing.

Sales specialists can offer expert advice, and provide demonstrations of a comprehensive range of products so customers can ensure they get the right machine for the job.

### *Specialist services offered:*

Farol tyres offer a full range of replacement tyres for horticultural, agricultural, plant and HGV vehicles, with a team of 14 mobile tyre fitters available 24/7 for repairs or replacements.

Farol are also an NSTS sprayer testing station, can offer Dynamometer testing, as well as being JD AMS specialists and vehicle security specialists.

### *How has the dealership changed over the years?*

Products have become more advanced to improve customers efficiency and productivity, so more informed and expert advice is required.

Farol have invested heavily in training all key staff to very high levels of competency and put teams of dedicated specialists in place to ensure that we can provide the best solutions for today's very competitive market place.

This investment is only viable



in a large commercial operation, so Farol has expanded significantly over recent years to make sure that they are well positioned and adaptable to cope with the changing trends.

### *What would you like to see changed?*

Apart from the obvious "wishes" i.e. improved economic environment and consistent weather patterns, it would be good to see an increase in the profile of the Horticultural and Agricultural industries improved from a careers point of view.

Although industry bodies are doing their utmost to attract youngsters into the industry, it needs more emphasis at national government level.

The skill levels and diverse range of careers available have a broad appeal but attracting new talent into our trade is a constant challenge.

Although having a large business with structured career and education paths is critical to attaining and retaining quality staff.

### *Do you support customers who have in-house service facilities?*

A number of our customers operate their own workshops, and we are always on hand to offer service advice and support when needed, as well as supplying parts support. All of our branches have showrooms stocked with all the necessary sundries and tools that our customers may need, so we are well equipped to support customers at all levels.

### *Major customers:*

Some of the better known clubs in our region who deal with Farol are The Belfry, The Forest of Arden, The Oxfordshire, Moor park and Frilford Heath.

### **Franchises**

- John Deere, Wiedenmann, ALLETT, Stihl, Campey Turfcare, Trimax, AS Motor, and many more.

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](mailto:scott@bigga.co.uk)