

A perfect six months for local firm

Perfect Example, a Cornish business set up only six months ago has been literally cleaning up in the domestic services market.

Just six months ago, no-one had heard of Perfect Example but since the company launch, they have provided domestic cleaning services to over 100 local properties and they provide regular domestic services to 80 properties within the North Cornwall area.

Perfect Example was started after Tina and Scott Fairhurst relocated back to North Cornwall in the middle of last year. Tina, who has held a number of senior positions within several blue chip service companies, decided to set up a professional local business that uses her experience in high standards of service delivery and her commitment to total customer satisfaction.

Her research had shown that there was a gap in the local area for a professional company to offer quality domestic services to private individuals or businesses for their homes or second/holiday homes. "Initially people said to me that the local cleaning market was highly competitive, very low priced, staff had to be paid fractionally above the minimum wage and that this type of business regularly fails" said Tina. "When I started really digging into what customers really wanted and the value that they placed on high cleaning standards and reliable staff, I realised that most of what people had told me was not based on a shred of customer research." Tina continued "Armed with my findings, Perfect Example was conceived to fill all the gaps, offer truly professional and flexible domestic services, deliver a service experience rather than just a visit and to provide well trained and reliable staff that are well rewarded for quality work."

Six months on and the company has been growing its customer and staff base on a weekly basis, but strangely, they have turned down three times the amount of work that they have been offered! "It is important not to rush off and sign up lots of customers unless you can deliver your service to the same standard" explained Tina. She added "I will only take on new customers when I have the staff to carry out the work, because if I don't, the company's excellent reputation will very quickly diminish and that's not going to happen."

Employing quality staff is always an issue for any new or established business and it is inevitably a key strength of any successful businesses. "Lots of people apply to work for Perfect Example as a domestic cleaner or housekeeper, but not many are successful in securing employment" explained Tina. "I am always on the lookout for quality staff that want to become part of a successful and growing business and the opportunities that this will provide" enthused Tina.

What are the plans for Perfect Example over the next six months? "Well we are looking recruit at least another twenty plus staff, expand our service

into the Newquay area, increase our internet capabilities and launch a new property security check service for holiday/second homes or for when people are away from their homes” explained Tina.

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