



The Power of Intelligence

Case Study

Gold & Brown



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Gold & Brown manage a chain of cafetessens in visitor centres, attractions and retail spaces across the North of England. The business is founded on the principles of fair trade, reducing food miles, supporting local independent producers and protecting the environment whilst providing a premium quality service.

Simon Elliot, Managing Partner at Gold & Brown, estimates that, since the company was founded in October 2008, around 70% of new business has come directly from the Tracker service.



Simon Elliot
and Andrea Walwyn,
Managing Partners
Gold & Brown

Mr Elliot commented on how important Tracker is to Gold & Brown:

“ The Tracker service is something that I use daily. It allows me to keep up to date with tenders that we may be interested in pursuing and tenders that our competitors have won. We have been able to identify a number of targets through Tracker, many of which have gone on to become contract acquisitions, including ARC Stockton Arts Centre in Stockton-on-Tees and Clitheroe Castle Museum in Lancashire. ”

When asked to comment on the recently enhanced Tracker Daily Email Alert service, Mr Elliot added:

“ The Tracker Daily Email Alert service is reliable and easy to use, meaning that we don't have to waste time searching for information. This means that we can be safe in the knowledge that we won't miss any new opportunities. ”

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