



The Power of Intelligence

Case Study

Hi-Way Hi-Fi



“Tracker has played a key role in helping Hi-Way win new business in the UK and across Europe”

Hi-Way Hi-Fi is one of London’s largest, independent retailers and exporters of all consumer electronics. Established in 1978, Hi-Way has built an excellent reputation and strong customer base drawn from both trade and retail sectors.

Hi-Way is also a member of the regulatory body reetra (radio, electrical and television retailers’ association) and one of the leading suppliers to the BBC, Metropolitan Police, Foreign & Commonwealth Office, Tameside Metropolitan Borough Council and Nottinghamshire County Council.



Rudi Mehta
Business Development
& Procurement Manager,
Hi-Way Hi-Fi

Rudi Mehta, Business Development & Procurement Manager at Hi-Way Hi-Fi, said:

“ Since subscribing in September 2007, Tracker has played a key role in helping Hi-Way win new business in the UK and across Europe. We have secured three tenders as a direct result of opportunities provided in our Daily Email Alert.

The Tracker Daily Email Alert service is really easy to use and having the information as soon as it’s available has allowed me to react quickly to any potential opportunities that I am alerted to. We have also been able to identify sub-contracting opportunities from the contract awards we receive. ”

When asked to comment on the assistance provided by Tracker Account Manager Fran Goldie, Mr Mehta said:

“ The initial set-up process was easy and the level of support I receive from Fran has been excellent and unlike anything I have experienced previously elsewhere. ”

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email sales@bipsolutions.com or call 0845 270 7065