

FIVE MINUTES WITH...



MARK JANUSZEWSKI

CEO of Designer Habitat

Advertorial



Designer Habitat
passionate about products



Launched in 2009, Designer Habitat is one the fastest growing multichannel lifestyle retailers in the UK.

Based in the heart of Manchester, the business operates across three continents and has carved out a reputation as a leader of quality and innovation through its homeware and kitchenware brands – VonHaus and VonShef. Designer Habitat prides itself on its ability to provide an unrivalled level of customer care and quality through all aspects of the business.

Hermes met up with Mark Januszewski, CEO of Designer Habitat, to talk about the company growth, home delivery, consumer expectation and plans for the future.

What are the secrets behind Designer Habitat's success?

Although it's no secret, our focus is on looking after our customers. Our priority is to provide them with great products as well as fantastic service. Our team is at the centre of helping us deliver this objective and therefore building a strong team and helping them to develop is arguably the secret to our ongoing growth and success.

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What is your final mile delivery strategy in the UK?

Over the last five years we have been working with Hermes to provide final mile delivery in the UK for our customers. Right from the start Hermes has understood the fundamentals and ethos of our business; outstanding customer service and a drive to constantly improve on what we do. With over 900 products, differing in weight and size, a seamless delivery service is paramount to achieving this. In addition, customers now expect more effective communication and information around their

deliveries – and Hermes is helping us reach this expectation. With the recent launch of their ETA service and the introduction of 18,000 new handheld terminals, customers now have more effective communication, choice and information around their deliveries than ever before.

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With consumer demand constantly rising, how important is it to offer a choice of delivery options, including Next Day? What are your thoughts on Hermes' Next Day offering?

With our peak sales period just around the corner and the emergence of Black Friday and Cyber Monday in November, delivery services need to run smoothly through an intense extended sales period. Next day delivery offers us the ability to meet this increased demand while also satisfying customer expectations. With the emergence of same day delivery for some market place products, customers are now moving towards an expectation of next day delivery as standard.

Hermes support through this shift in consumer demand has been invaluable. It has allowed us to provide the same level of quality and service through busy sales periods. This is extremely important to us.

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What is in store for Designer Habitat moving forward?

In terms of growth we are currently out performing previous forecasts, with the business growing 75% in the last 18 months alone! To help support this sustained growth we will continue to invest heavily in bringing in the right people and skill sets into the business.

In addition to investing in the right people we're also investing in our work space, with an expansion into an additional floor at our head office in Manchester. Over the next few months we will also begin preparations for the upcoming Christmas sales period, with our buying and marketing teams working closely to monitor and service customer demand.

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