



You can't hold a good business back

The words boutique and dentist are not words one would naturally associate with each other, until now.

Since November 2008, when Ollie & Darsh uttered the words "open wide" for the first time, business has flourished to the point that, just last month their subterranean practice in a Hakins Hey basement (one of the poshest basements known to mankind) has erupted through terra firma into possibly the most contemporary, street level lobby in the city. Their now formidable HQ on Dale Street still retains its original location that won Most Attractive Practice at the Brit-

ish Dental Awards in 09.

Through a remarkably visible marketing campaign and their relationships with individuals and the business community, Ollie and Darsh have managed to drive income streams, enabling business to treble in just 15 months.

This is not just by chance either. Business Manager, Suzy Gorman, has over 25 years knowledge of the industry. She understands market placement and is a driving force behind the substantial growth programme that boasts a six figure financial investment.

She comments; "Ollie & Darsh now incorporates a new mem-

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ber's lounge and a concierge system dedicated to emphasising the brands unique philosophy in looking after clients. Both have introduced another layer of sophistication to our

already luxurious surroundings. Our brand guidelines are to provide corporate business, individuals and the general public with the best service at a reasonable and affordable cost."

Director and practicing dentist, Ollie Singh says; "We have strived to be the best in everything we provide and our performance in terms of profit, interim forecasts and client loyalty fully justify the recent investment we have made in the business."

Roger Jonas, Events Manager for Downtown, and a loyal client of Ollie and Darsh, summed up by saying; "Success is a combination of focussed specialists with a robust business model and a realistic vision, delivering something that is quite unique and offers value for money. Here is an example of how to get it right and to be the best you can be."

If this is the future of dentistry, Ollie and Darsh are market leaders and you should be tempted to visit and see with your own eyes how it is done properly.

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