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NURSERY STOCK GROWER OF THE YEAR WINNER MAJESTIC TREES

Like most businesses, Majestic Trees has experienced a few blips as a result of the recession, but it has pulled itself through by focusing on good value, sensible pricing and nifty marketing. So while others may be staring at bleak horizons, Steve McCurdy and his customers are seeing fabulous vistas.

Majestic, which supplies more than 400 varieties of trees to the commercial and residential market, is currently building an extension to its base in St Albans. The conference room overlooking a new show garden and row upon row of trees offers views as promising as the company’s future.

Sales grew 7.2 per cent last year and are expected to rise 11 per cent in 2011. Profits, McCurdy reckons, will be the best yet for a company only ten years old. Majestic Trees has consistently achieved higher profit margins than most competitors.

With ambition comes risk but all the company’s expensive gambles have paid off. These included buying 2.5ha of adjacent land to improve its range and spacing of trees, building a second a 3.5m litre reservoir and investing in £600,000 of kit.

Since last August, activity has noticeably increased and McCurdy and

his team have outstripped sales targets month after month. The curve is expected to continue to rise steadily.

Trees, like pets, however, are not just for Christmas and Majestic places strong emphasis on follow-up service. After every sale, whether large or small, Majestic sends out a customer-satisfaction survey to its local authority, developer or landscaper customer.

This means that, on the rare occasion a customer is not fully satisfied, the company can correct any deficiency. But any such visits over the past year are likely to have been few and far between.



Finalists
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