

Capabilities

The Russell Group's key emphasis is on developing high volume capability throughout the structure of the business.

Marketing/Sales and Design Capability

Russell Group's Sales and Marketing department is a major force behind the company. It is a dynamic team focused towards providing extraordinary service, adding greater value to clients and their projects. It is driven by a team understanding image and client requirements, with years of experience in consulting, design development and production management of complex and integrated programs and environmental designs.

It has demonstrated ability and a proven track record to undertake any consultancy and sign design. The methodology is based on effective strategies, concise guidelines and sound communications policy and management procedures.

Project Management and Out-sourcing Capability

The Project Management team consists of an experienced Project Director, and project managers with skills in areas such as large roll-out programs, Architectural signs, corporate Identification and landmark projects. The team work with fully integrated network computer systems, reporting and reviewing job performance on a regular basis.

The Project Manager coordinates the project from the conceptual stage through to the completion, ensuring all aspects of the job are to the required standard. The Project Manager is also responsible for any out-sourcing and contract input.