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## Consultant Profile



<b>Consultancy</b>	BeVivid Limited	<b>Position</b>	Consultant
<b>Name</b>	Mr Peter Riches	<b>Tel</b>	01743 874111
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		<b>Website</b>	<a href="http://www.bevivid.co.uk">www.bevivid.co.uk</a>

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### Consultancy General Description

A complete e-business solution; degree, web and marketing

Peter Riches is a consultant and specialises in building clients' businesses via intelligent e-business solutions. My team of associates and I do not simply design websites - we build database systems. By using the internet to integrate into the every day running of your business, we capture data and then utilise this data to gain positive results and add to your bottom line.

My background is based on solid marketing foundations. My team have been selected for their creative design skills that, balanced with their web programming capabilities which enable my clients to be in control of their own sites. I can offer "through the line" consultancy based on 14 years hands on experience.

And what makes us different is that we build "Eye Traffic"

Our mission is to enable our clients to reach their business potential through the provision of effective web and e-marketing solutions.

By combining conventional off-line activity, such as hard working marketing collateral, direct mail and ad campaigns with structured on-line, brain-in-gear search engine recognition, effective e-news and email we can cost-effectively produce tangible results.

My client list includes retail, B2B as well as many SME's.

### Consultant profile

Trained initially within the Mars Corporation, Peter moved on to build a successful regional marketing team within the home improvement market. He set up a family run business in 1985 which is still trading today and run by his younger brother.

Following a 3 year sabbatical travelling and international yacht racing, Peter became a professional yacht skipper based in the Mediterranean and Caribbean specialising in corporate charter.

On his return to the UK in 1990, he set up a small design agency which over a 14 year period became one of the region's largest advertising agencies, Crew Green, with a team of 25.

Peter successfully merged his key retail and tourism clients in 2004 with a national PR and advertising agency - Seal communications. Peter is now a marketing consultant and is Managing Director of BeVivid, a web based e-business agency which specialises in marketing via the Internet. Peter's key skills are building teams, defining specific market entry campaigns, agreeing KPIs and ensuring effective marketing communications.

### Professional Memberships

Chamber of Commerce - Shropshire

UKWDA - UK Web Designers Association

### Qualifications and Accreditations

Winning Managers

## Areas of Specialism

### Design

Having run my own full service advertising agency for 14 years, design was an integral part of our success. From high profile advertising campaigns for shopping centres, retail parks and tourism destinations, to the design of POS and packaging, our designs had to communicate effectively with our target audience and represent the agreed positioning of the brand.

### IT

My experience in putting effective IT strategy in place can be seen from the results my team and I have produced for our clients. My consultancy has designed and implemented data capture programming through to permission led e-newsletters via CRM campaigns. Complete management and reporting systems online, and database driven content management systems that enable our clients to update their websites from any PC terminal.

### Marketing

Trained initially by the leading brand Mars Confectionery, my marketing experience has always been at the sharp end and result driven. Over the past 15 years I have been directly involved in a wide number of marketing campaigns for SMEs and larger pension funds such as Prudential Property Management who owned a wide range of shopping centres and retail parks. This is a tough sector and I personally assisted my clients to win 3 Purple Apple awards which were based on achieving tangible results set against agreed marketing objectives. A large part of this was integrated into Public Relations campaigns.

## Industry Sector Experience

Advertising  
Aerospace  
Agriculture  
Automotive  
Banking  
Catering  
Charities  
Chemical  
Civil Engineering  
Clothing  
Computer  
Construction  
Cosmetics  
Customer Services  
Design  
Education  
Electronics  
Engineering  
Environment  
Export  
Finance  
Financial  
Food  
Franchising  
Hospitality  
Human Resource  
Import  
Insurance  
Investment  
Leasing  
Legal

Leisure  
Local Government  
Mail order  
Manufacturing  
Marine  
Marketing  
Media  
Medical  
Optical  
Packaging  
Paper  
Pharmaceutical  
Photographic  
Printing  
Private Sector  
Professional Services  
Property  
Public Relations  
Public Sector  
Publishing  
Recruitment  
Research  
Retail  
Security  
Service Industry  
Telecommunications  
Textiles  
Tourism  
Training  
Travel  
Wholesale

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## Languages

None specified

## Business Link Areas

Birmingham, Black Country, Cheshire & Warrington, Hereford & Worcestershire, London, Manchester, Milton Keynes, Oxfordshire & Bucks, North Yorkshire, Shropshire, South Yorkshire, Staffordshire, West Yorkshire, Wiltshire

## Rates

**Minimum hourly** £35.00 **Minimum daily** £250.00

**Maximum hourly** £95.00 **Maximum daily** £500.00

## Additional Information

<b>Indemnity</b>	Yes	<b>ISO 9000?</b>	No
<b>Level of indemnity</b>	£500,000	<b>VAT Number</b>	986 3566 62
<b>Indemnity insurer</b>	ACE Group Ltd	<b>Company number</b>	05020602
<b>Indemnity policy no.</b>	43UKA10520 TLD/CC/10/09563	<b>Date established</b>	04 January 2005
<b>Indemnity expires</b>	31 March 2011		