

Advertisement

FACT FILE

Company ...
North West Domestic

Ownership ...
Family run business

Business Type ...
Domestic appliance retailers

Established ...
1991

Telephone ...
0161 788 8858

Web Address ...
www.nwdas.co.uk

Location ...
355-363 Liverpool Road,
Patricroft,
Eccles
M30 8GF

Euronics connection helps firm to thrive and grow



Choose from a wide range of products at North West Domestic.

Selling white goods with a combination of dedication and industry knowledge has led to decades of success for the family firm North West Domestic.

Brothers Chris and Anthony, who come from the local area, run the business with a background of many years' experience in the domestic appliance industry – in Anthony's case more than 30 years. They have been trading together for 21 years and used to run shops in

Urmston and Wythenshawe before moving to their current premises in Patricroft, Eccles.

The business became a member of the Euronics group, a badge of honour among white goods retailers, five years ago.

Chris explains: "Euronics is the biggest electrical appliance buying group in Europe, and as a member we can go direct to all the leading manufacturers, such as Hotpoint, Zanussi and Electrolux, enabling us to compete with all the major retailers.

"We are very proud of our connection with Euronics, because not every retailer can become a member. The group checks out those who apply to make sure that the operation is professional and reputable."

The drive that has gained the business this recognition within its own industry is also evident in the way the firm has expanded and blossomed over the years.

Says Chris: "Our previous shops were in rented premises, but we decided to buy the space we now occupy at Eccles. Now we believe we are one of the biggest independent businesses of our type in the north west."

"We have extended back from the double shop front of the Eccles premises several times, so this has given us a lot of showroom space. We are now able to display around 800 machines of various kinds, including a large number of built in, integrated appliances."

At the premises you will find the full range of domestic appliances, including range cookers and food centres, from all the best known manufacturers. And if there is a model you cannot see in the showroom, just ask. Explains Chris: "We have an account with all the major manufacturers so we can source other machines for customers, even if they are not on show here." Meanwhile canny buyers can also seek

out a bargain from the many graded, blemished machines on sale.

Chris explains: "We have a large warehouse close by, so we are able to buy blemished white goods in bulk from the top manufacturers. These may have been scratched in transit, for example, so they come at discounted prices. They still have the manufacturer's cover, however, so they are very popular with customers. More often than not you cannot even see the blemish once the machine is installed in a fitted kitchen."

The business also provides a repair service and spare parts department. Appliances can be serviced and repaired, with no call out fees and free estimates, while the fully stocked spares department means your appliance can be up and running with minimum down time.

There is free local delivery, and the company employs fully qualified engineers, including CORGI registered gas fitters.

The Euronics philosophy can be summed up in two words – service and price – with many of the members of the group being family-run businesses, taking pride in their customer service and product knowledge.

The same philosophy sums up the thriving business that is North West Domestic, too.

NORTH WEST DOMESTIC APPLIANCE SERVICES

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NOBODY BEATS OUR PRICES!		SPARES & REPAIRS
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Europe's largest electrical buying group with really competitive prices



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- Repairs, free call outs and estimates.
- LOCAL EURONICS CENTRE AS SEEN ON TV
- Gas corgi registered fitters.
- Free delivery service.
- Same day local delivery.
- Over 800 appliances on display huge showrooms
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- Massive display of built in appliances
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- Range cookers & American fridge freezers.
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