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In a trying economy, it is time to be innovative

The 2009 Australian Business Awards recognises Perth based company Bamboozle for excellence in the timber flooring industry.

Bamboozle has been awarded for achieving outstanding commercial success and sustainable growth in the category of Enterprise. The family business is the first timber flooring company to be recognised in this category by the Australian Business Awards, proving that strong business systems and an innovative outlook can transcend any economic climate.

Bamboozle General Manager Alan Carroll said: "We would like to thank the Australian Business Awards for recognising the hard work of the Bamboozle team over the years and everyone who has made this possible. It is testament to the business systems that have seen Bamboozle evolve and grow into a leading flooring company. We constantly strive to improve our business practices and deliver more value to our customers."

Since inception seven years ago, Bamboozle has grown to be a leader in the bamboo flooring industry. Showcasing their finely crafted floors in 2389 of Perth's homes, Bamboozle work with some of Perth's premium builders, Webb & Brown, Zorzi and Oswald, to name but a few.

Taking an innovative approach to an age-old industry, Bamboozle became the first Bamboo specialists in Perth by introducing Bamboo as a new category of flooring to West Australian home-owners. Ongoing product innovation has seen the company develop its own brand and design of flooring to overcome known industry problems.

As a result, Bamboozle have successfully achieved their number one spot in the market by also gaining control of all phases of the process from manufacture to the sales, delivery and installation. This approach has resulted in outstanding levels of customer satisfaction, strong word-of-mouth referrals and impressive enterprise growth.

In contrast with an economic climate wrought with cutbacks and forced redundancies, Bamboozle are expanding the business by extending their product range, conducting market research for further product developments and refining existing business systems and procedures.

Mr Carroll said: "Bamboozle's aim is to provide Australia's best bamboo flooring supplied and installed with unequalled value. A big part of this is to have a conscientious understanding of what our customers want and being able to deliver on that."

A spokesperson for the Australian Business Awards said, "The 2009 Awards attracted a very high standard of entries from the Australian business community in times of great change. This year's winners displayed exceptional performance and leadership in their respective industries, and are role models for any organisation striving for business and product excellence."

More information about Bamboozle is available at www.bamboozle.com.au.

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