

INVEST IN
**South
Lakeland**



Lakeland

The home of creative kitchenware.



www.investinsouthlakeland.co.uk

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Lakeland was founded nearly fifty years ago in Windermere by Alan Rayner who started out selling plastic bags for home freezing from his garage in Windermere.

Lakeland is a family owned business with the same strong values of quality and customer care now as when they first started.

'Customer service' isn't just a phrase to us, it's the Lakeland ethos. It's that dedication which sets us apart from the rest and has ensured a loyal following to make the company what it is today, one of the UK's leading kitchenware companies.

Today, Lakeland is a multi-national, multi-channel retailer providing millions of customers with its innovative and 'can't live without' kitchenware and home solutions.

From everyday utensils and preserving basics, to never-seen-before cookware; if they've made it into

the Lakeland range, you can be sure they'll be long-lasting and offer great value for money.

And of course, all of Lakeland's products are backed by their famous no-quibble guarantee: 'If you're not satisfied at any time, you receive your money back'.

As well as its thriving catalogue and internet home shopping business, Lakeland now has 65 stores up and down the country and employs nearly 2,000 staff across their stores, Head Office and flagship store in Windermere, and distribution centre in nearby Kendal.

Lakeland recently unveiled plans for a major expansion of its business, including a ten million pound investment to expand its distribution centre in Kendal, Cumbria.

With demand for its products growing every year and the popularity of the Lakeland brand at an all-time high, this investment is required in order to provide the capacity for considerable further growth at home and abroad.



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Lakeland now have 65 high-street locations nationwide, soon to be joined by Sutton Coldfield, Bristol, Cribbs Causeway and Lakeside. There are also plans to grow this number by as much as 50 per cent over the next five years to around 100 UK stores.

Summer 2013 also saw the Lakeland brand launch in Germany with a dedicated website and catalogues for the German market, as research suggested that the German consumer will appreciate Lakeland's unique and innovative products, combined with Lakeland's very high standards of quality, value and customer service. Further European growth is anticipated to follow.

In addition there will be further international development of the Lakeland brand in the Middle East, with plans to double the number of stores in the region within the next 2-3 years.

The current 8 stores, in Dubai, Oman, Qatar, Abu Dhabi and Bahrain are thriving, and Lakeland has just opened the doors to its first store in Saudi Arabia.



Lakeland

Alexandra Buildings
Windermere
Cumbria LA23 1BQ

www.lakeland.co.uk



Welcome to South Lakeland.

A Breath of Fresh Air for Business.

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An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

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