



“Since joining TAB I’ve got my mojo back!”



**Adrian Wing**  
KCA Ltd & Extreme Designs Ltd  
Winkfield, Berkshire  
Member since: January 2018



If you want an example of a business that offers outstanding customer care, KCA high-end kitchens and bedrooms would be a fine one to observe.



Adrian Wing, and his wife Janet, set up KCA in 1993 from their home in Ascot. The idea came from Adrian’s mixed background and passion for being a chef and then an estate agent in his early career. He recognised that the kitchen was more than a place to make meals and is now usually the hub of any home. He wanted to make that space special and create a room that sells a house.



KCA was very profitable very quickly and the Wings were able to move into their first business unit in 1996, creating what Adrian described as a ‘proper company’. Since then, they’ve been busy! Developing a sector specific quoting and operations software company (in which Adrian sold his majority share two years ago), branching out into bedrooms, they now have two warehouses, a training room and showrooms offering ‘uber’ quality kitchen and bedroom installations through their ‘Extreme Design’ brand.

Operating in premium and uber markets comes with risks and high expectations from the customer. “We’ve had to hire some of the best designers in the industry who are passionate about design and bring with them a new level of ideas and creativity.” said Adrian.

*Continued over...*

“We care for and invest in all our team members (including 3 family members) and one of the most rewarding things I now do is help them develop and grow in the business.” he continued.

Systems and processes have played a large part in Adrian’s success. He identified early on that a first-class system and way of doing things would create consistency for their customers and keep them coming back. Working in their ‘best way’ results in excellent customer satisfaction and an impressive current Net Promoter Score of 87!

Adrian understands the value of external help in helping him run a better business, and accepted advice around 18 years ago, that the only thing wrong with the business was him! Adrian needed to become the MD – be less hand-on and get a proper management structure in place. “Hearing that advice was a shock but made perfect sense for the company to grow. I did what I needed to do so that I was the best I could be in the role”, shared Adrian. “I now focus on the development of systems and people and the direction of the company. I have really enjoyed developing two great people who now run the KCA and Extreme Design brands”.

At the time he joined TAB, Adrian had fallen out of love with his business having experienced a couple of big knocks and being in difficult times due to the challenges of operating in the high-end property market. “I realise that when times are hard, I need to be at my best and my TAB Board have helped me get my ‘mojo’ back. They show empathy, understanding and importantly hold me accountable to things I say I’ll do!” said Adrian. “TAB made a great difference to me when I needed to make some tough decisions for our office structure. I’m pleased that we have implemented changes and have a new streamlined and dynamic environment which I’d have struggled to achieve on my own.”

“ Anything that can help you be the ‘best you’ for you and your business is important – TAB can certainly help with that.”



### About The Alternative Board

The Alternative Board (TAB) believes that every business owner deserves for their business to deliver for them what they want out of life. Through a combination of peer advice at monthly meetings, 1-2-1 business coaching and a suite of business planning and strategy tools we help our members achieve this.



North Street, Winkfield  
Berkshire SL4 4TE  
Tel: 01344 883777

[www.k-c-a.co.uk](http://www.k-c-a.co.uk)