

BUSINESSMEN FOCUS

MARK EDEN

Meet the founder behind Hampshire Build, specialising in tailored solutions for home extensions or structural renovations from initial design to the final build

What is the secret of your success?

The key to my success is rooted in a very simple principle that I have adhered to throughout my career: keep it simple. By simplifying operations, offerings, and products, I ensure that everyone involved has a clear understanding of the journey. This approach prevents unnecessary complications and allows all stakeholders to engage effectively. When everyone understands the process and feels included, it fosters a sense of ownership and trust in the product. Ultimately, keeping it simple means not losing sight of what the client or customer truly wants, which can only be achieved through active listening and consistently providing value.

What achievements are you most proud of in your career?

One of my proudest achievements was successfully bringing a groundbreaking service to market that allowed clients to engage without any financial risk upfront. We structured contracts so that payments were only made upon the successful completion of projects, which built significant confidence and trust in our offerings. This innovative approach not only differentiated us from competitors but also strengthened our relationships with clients, demonstrating our commitment to their success and satisfaction.

How do you stay ahead of your competition and continue to innovate in your industry?

I firmly believe in the principle of Kaizen, or continual improvement, which drives our approach to innovation. By actively seeking feedback from our clients and putting their suggestions into practice, we ensure that our services remain relevant and valuable.

Additionally, we maintain strong communication with our supply chain partners to stay informed about emerging trends in the market. This proactive approach not only helps us adapt quickly but also positions us to lead in offering cutting-edge solutions that meet evolving client needs.

What are some of the significant challenges you have encountered?

One of the key challenges we've faced is building client confidence in the construction industry, which often grapples with trust



PHOTO: HAMPSHIRE BUILD

issues. I believe that addressing these confidence gaps is essential for fostering strong working relationships with our clients.

To overcome this challenge, we prioritise transparency in our operations, taking clients on a journey from the very beginning. By actively discussing and understanding their vision, we can align our efforts with their expectations throughout the entire project lifecycle. This open communication not only instils confidence but also ensures that we deliver results that truly reflect their aspirations.

What are your plans for 2025?

My primary goal for 2025 is to launch a UK-based residential design service that makes architectural design accessible to everyone across the country. We aim to provide high-

quality design solutions at lower market rates, ensuring that affordability does not compromise quality.

I believe that every homeowner should have the opportunity to bring their vision to life, as a successful build starts with a solid design foundation. By streamlining our processes and focusing on customer-centric solutions, we will empower individuals to create their dream homes.



Hampshire Build

01722 548911

info@hampshirebuild.co.uk
hampshirebuild.co.uk