

# FIT OUT & MARINE REFURBISHMENT

Pride in ownership & trust in delivery

**SMS**  
GROUP



[www.sms-marine.co.uk](http://www.sms-marine.co.uk)

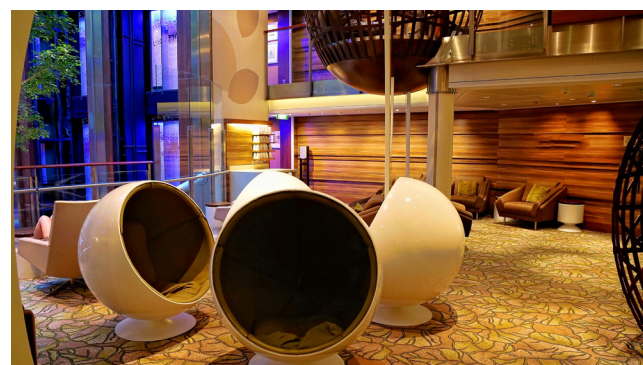




The SMS Group is a multi-disciplined ship repairer with an International reach. The company is Headquartered in Southampton; the heart of the United Kingdom's marine industry. Within SMS is a innovative customer focused team, dedicated purely to the interior and exterior fitout and refurbishment of Cruise ships and other commercial vessels - such as conventional and high speed passenger ferries.

## Who are we?

The interiors team within SMS take tremendous pride in their specific area of the broader business; the division is run in a 'standalone' autonomous fashion. This independence helps stimulate a totally client centric ethos which ensures not only the personal touch but also pride in the ownership of projects, and a genuine desire to own not only the scoping and quoting of works, but also the timeliness and professionalism of delivery. One, dedicated and experienced, Project Manager oversees each piece of work through from client inception to handover; personal relationships are key and nothing gets missed.



### OUR TEAMS EXPERIENCE INCLUDES:

- Cruise ship refits Globally; North and South America, Northern Europe, the Caribbean and Far East  
*Customers including Carnival Corporation and Holland America Group*
- Royal Fleet Auxiliary refits; around the United Kingdom
- Conventional ferry refits; around Northern Europe and the United Kingdom
- High speed ferry refits; principally at various locations around the United Kingdom
- Border Force and Royal Navy in the United Kingdom



## What do we offer?

Our service offering is genuinely bespoke; we tailor our support to each customer and no job is too small. Our focus is on "turnkey" support; removing as much client risk as possible. Our offering includes, but isn't limited to:

- Turnkey packages of outfit and refurbishment works; both interior and exterior, at refit or in-service (our riding crews work Internationally)
- Bespoke manufacturing
- Joinery solutions; to include both restoration/s and French Polishing
- Project management and in-house CAD support
- In service and alongside marine engineering solutions

## How do we do it?

We are different. Whilst we're a niche Global player we're also a dedicated team. We believe we have an unrivalled focus on the customer. By being innovative, by being a 'boutique', and a commercially savvy outfitter we believe we offer larger multi-national customers something very different:

- A one-to-one focus; seeing all individual projects through from cradle to grave
- Our Project Managers quote the job; and then they themselves manage the supply chain and the delivery - thus ensuring nothing gets missed and all supply and logistical items are planned carefully, provisioned and delivered
- We consider the refit environment; our experience allows us to plan for the unexpected - subject to vessel locations, duration of works and our working area within the vessel
- Our size allows us to be reactive; pre and during works we will respond to any and all challenges with a positive 'can do attitude'

## THE CUSTOMER JOURNEY

We're proud of being different; as a 'boutique' outfitter we take time, taking each and every customer on the following six stage journey:



### EXPERIENCE

We share our own experience and our knowledge. We aim to illustrate knowhow, capability and trust - a Project Manager is appointed from day one.



### RELATIONSHIP

We establish a personal relationship, and then we understand the customers exacting requirement.



### PLANNING & PRICING

We plan the job, price the job, educate and inform the supply chain. We complete risk analysis and then we revert to the customer.



### VALIDATION

As a team we peer review; and then we complete full customer validation.



### PARTNERSHIP

We agree contractual terms as partners; collaboration is the key to successful delivery.



### DELIVERY

The Project Manager - appointed on day one, has the relationship and experience; and they fully manage all the supply chain deliverables and complete the turnkey project.

Our customer journey not only depicts how we deliver, it illustrates how we care. The personal touch is at the heart of SMS's outfit business.



## CONTACT

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## MISSION

Our Mission is simply to deliver.

Good, clear communication, best of class project management, and an exemplary client experience ensures that we deliver; on time and on budget - exceeding all expectations. We deliver, because we care.

7 locations offering 24/7 engineering support

### SMS Head Office



Western Avenue, Western Docks,  
Southampton, Hampshire, SO15 0HH

### SMS Poole



61A New Harbour Road Central,  
Poole, Dorset, BH15 4AJ

### SMS Lowestoft



The Dry Dock, 50 Commercial Rd,  
Lowestoft, NR32 2TE

### SMS Avonmouth



Unit B, Motorway Distribution Centre,  
Avonmouth, Bristol, BS11 9YT

### SMS Dover



Warrprop House, Channel View Road,  
Dover, CT17 9TP

### SMS HMNB Devonport



Building S097/98, HMNB Devonport,  
Plymouth, PL2 2BG

### SMS HMNB Portsmouth



Building 1/209, HM Naval Base  
Portsmouth, PO1 3NJ



### SUPPORT

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A reputation for excellence



ISO9001/2015 accredited  
Both CE certification and  
ISO14001 environmental  
management are pending



Our team have supported



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