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Roy Massoud – Construction Manager

**Leading prestige property group with a reputation for innovative and dynamic property developments cements its place in the market and systematises its growing business through integrated management system certification.**



### **The Customer**

Ceerose property developers and construction builders provide cost effective solutions with a high level of professionalism in the prestige property market regardless of the size and type of project.

### **The Issue**

Ceerose wanted to ensure that their reputation for exceeding expectations was not placed at risk due to the challenges that all rapidly expanding businesses face. This growth highlighted the need to standardise their processes in order to build a sustainable business, a management system that could support their business growth. In addition, to compete in the marketplace, they needed the kudos that triple certification gives.

### **The Solution**

GrowEQ worked with Ceerose to identify their current best practices the aim being to build a management system that reflected these rather than impose foreign, generic, procedures on them. Primarily, GrowEQ’s aim was to be useful to the business. Of course gaining certification to the internationally recognised standards for quality, the environment, and work health and safety was important too, but the focus was on designing system that would support management, staff, and business growth, not on passing audits and certification.

Ceerose Construction Manager Roy Massoud says, **“It has also been an honour working with you and we appreciate all the knowledge and training that you have provided. You have been a great mentor and we could not have achieved such a milestone without your professional expertise. Your service has been second to none.”**