

CASE STUDY: OMAR

RUTLAND
PARTNERS

Home sweet home with Omar

Omar is a leading UK designer and manufacturer of park homes and luxury lodges, setting industry standards for quality, design and innovation. Following a period of strong growth, at the time of acquisition Omar's manufacturing facilities were near capacity, requiring investment to bring a step-change in production. Also, Omar was majority owned by Dean Westmoreland, CEO, who was looking to transition to Chairman and crystallise some of the value created under his ownership, however acknowledging that the business and the team required further development and an institutional mindset to take it to the next level.

Ambitious Growth Strategy

Rutland saw the potential in the Omar Group, understanding the underlying market dynamics and committing to expand the business's capacity whilst recognising that additional bandwidth within the Senior team could really drive the business forward. A transaction was structured to allow Dean to maintain a significant minority position and move to Chairman over time, maintaining the integrity of the business until a suitable business leader was identified.

Laying a Strong Foundation

To facilitate Omar's growth and further develop the business, a strong management team was required. Over the first eighteen months of the investment Rutland strengthened the existing team with the addition of a CFO, Derek Chiltern; HR Director, Karen Wilson; non-exec director, Terry Scicluna and the promotion of a new Technical Director, Lee Pearce.

In October 2018, following a carefully managed process, Dean Westmoreland became the full-time Group Chairman paving the way for a new CEO, Graeme Craig, a seasoned business leader with an exceptional track record.

Increased Production Facilities

Rutland supported Omar's ambitious growth strategy by expanding its production facilities, opening a 7-acre site in Hull, comprising of 122,000ft sq of manufacturing space. The new manufacturing facility was brought on-line in time and under budget, and now represents a significant vehicle for the business' growth in the future.

The Hull site development has seen Omar greatly improve its production efficiency and has increased its overall manufacturing capacity by 65%.

Acquisition & Innovation

To further support its customers, and in recognition of the growing need for reputable contractors in the park home and lodge market, Omar launched Omar Refurbishment

Services, utilising its internal expertise to service the significant installed base of units across the UK. This new venture has given Omar the opportunity to reach lodge and park home owners beyond their existing customer base and strengthen the group's offering.

In October 2018, Omar also acquired UK Sundecks, a manufacturer and installer of lodge decking, which positioned the business as a turnkey solutions provider for the park home and luxury lodge marketplace. With an already strong brand, the acquisition has enabled Omar to provide a complete product offering.

Inspiring Britain

With a strong management team and an unwavering customer focus the Omar Group continues to grow and inspire others. As a market leading solutions provider, designer and manufacturer to the residential park home and luxury lodge marketplace, Omar has built up its brand portfolio over recent years to encompass five distinct and respected brands and has been recognised as one of the London Stock Exchange Group's 1,000 companies to inspire Britain for the last three years.

Significantly outperforming their industry peers, the Omar team works tirelessly to deliver best-in-class products and best-in-class customer services.

Catalyst for Change



"When it came down to engaging with potential suitors for the business, Rutland stood out as being honest, ethical and straightforward. We gelled with the people and they fully engaged with our business".

Dean Westmoreland, Chairman of Omar Group