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Custard is typically Mancunian: no-nonsense, maybe a little too honest and focused on the bottom line; what you see is what you get. We're those 'exactly what it says on the tin' kind of people. If we're going to work together, we want to get to know you. What's your market position; your proposition; your typical customer - their hopes, dreams, wants and needs. We'll work out how to align those to your business objectives, meaning you get the tangible results you're after. We don't use 'never mind the quality, feel the weight' type metrics. We report only on the things you care about, like margin and return on investment. Give five minutes of your time, and I guarantee that you're gonna want us on your

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