

Cherrywood Bespoke

A kitchen design and cabinet making company, we handcraft beautiful honest kitchens and furniture that last a lifetime.

About Cherrywood Bespoke

At Cherrywood Bespoke, we design and handcraft kitchens and furniture that are built to last a lifetime. The business was founded nearly 20 years ago and is rooted in values that matter to me! Honesty, integrity, and purposeful living.

As a craftsman, I believe in the power of simple, well-made design to enhance everyday life.

From our workshop and showroom in North Oxfordshire, my team and I create bespoke kitchens and furniture, combining traditional craftsmanship with thoughtful design. Every piece is made with care and precision, ensuring a high-quality, personalised result for each client.

Challenges & Growth

Producing truly bespoke, handcrafted kitchens takes time. Each project can take up to eight weeks to complete, and maintaining such a high level of detail and quality can limit how much we can grow.

To expand the business, we needed to find ways to improve efficiency without compromising craftsmanship. Investing in better equipment has been key, allowing us to streamline parts of the process while keeping the handmade nature of our work. Our ambition is to grow steadily over the next five years while maintaining the standards our reputation is built on.

Next steps

Over the past year, we've rebranded, launched a new website, improved our showroom, and started testing new marketing approaches such as Google Ads. We're now seeing more consistent enquiries and stronger internal processes.

The next six months will focus on building on this momentum, growing steadily, increasing project capacity, and continuing to deliver exceptional quality. It's an exciting point in the journey, and I'm committed to scaling the business while staying true to our craft.

Support from Enterprise Oxfordshire Business

We were fortunate to receive a Rural Business Grant through Enterprise Oxfordshire, which enabled us to upgrade our workshop equipment. This has significantly improved our production process, particularly in sanding and preparation, saving valuable time.

Alongside the grant, I also benefited from workshops, online courses, and one-to-one support. The experience has been incredibly positive, giving us both the tools and confidence to move the business forward.

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Being a founder has been a long journey of resilience and success in stages, learning as we grow together as a small business. I am very grateful for the support I have received from Enterprise Oxfordshire – the business guidance has been invaluable, and the Grant has been transformational. I genuinely encourage other small business owners to take the time to explore how additional support could make a real difference to their business.

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