

## BUSINESS DEVELOPMENT

### Customer Description

The client was a medium sized [approximately 80 staff] professional services organisation, which provides engineering and project management services for capital projects in the chemicals and pharmaceuticals sector.

### Symptoms

The company was concerned that its market share did not reflect its capabilities and that it was finding it increasingly difficult to attract new customers.

### Services Provided

- Facilitated Self Assessment **SWOT** [Strengths, Weaknesses, Opportunities and Threats] analysis to aid competitive positioning decisions
- Facilitated Self Assessment **STEEP** [Social, Technological, Environmental, Economic and Political] factor analysis to aid understanding of the commercial environment.
- Designed and commissioned Market Research Programme to discover market perceptions
- Designed market segmentation strategy
- Designed and implemented marketing plan
- Developed re-vamp of company image – turning perceived weaknesses into strengths
- Implemented internal communication campaign to ensure recognition of new company image and define requisite behaviour
- Designed and implemented promotional campaign
- Facilitated Creative Problem Solving Workshop to identify possible new services
- Used **“Voice of the customer”** feedback to modify services and training

### Outcomes

- More focused marketing strategy lead to best trading year in last 10.
- Clearer marketing approach reduced number of inappropriate speculative enquiries.
- Promotional Campaign led to three new major customers and subsequent repeat work
- Over 100 potential new services identified
- Improved customer feedback and customer retention