

## **Market analysis, business strategy and planning projects**

### *Internet service provider*

Managed a study of the market for managed firewall services, for a leading UK Internet Service Provider: designed and managed a market research survey of large businesses, analysed the market and advised the client on product and marketing strategy.

### *Private equity firm*

Analysed the business and marketing plans and competitor activity of a leading European manufacturer and distributor of metal fencing products, as part of a commercial due diligence review for a potential investor.

### *Telecommunications supplier*

Compiled a review of trends in the UK telecommunications market for a major UK telecommunications supplier, and worked with the management team and business unit heads to put together a five-year strategic business plan. The company faced major strategic decisions following a downturn in the telecommunications market.

### *Department for Education and Skills, Department for Work and Pensions*

Reviewed arrangements for managing the delivery of EU Socrates, Leonardo and Youth Programmes in the UK, carried out a 'soft market test' to identify alternatives, and recommended management structures and a competitive tendering exercise for National Agencies to run the new programmes replacing them.

### *Telecommunication systems supplier*

Contributed to a multi-disciplined team defining an innovative mobile internet product line and developed business strategy associated with it, for a major international telecommunications systems supplier. Carried out an extensive competitor analysis, market segmentation, definition of market dynamics, and SWOT analysis, and subsequently prepared a marketing plan.

### *Research institute*

Worked with key stakeholders to help the institute to develop a strategy for its consultancy business.

### *Computer printer manufacturer*

Analysed the organisational structure, productivity and effectiveness of leading computer printer manufacturers in Europe, and identified benchmarking measures, to enable a competing printer manufacturer to assess its own organisation in Europe. The study identified the potential for doubling productivity levels to match market leaders.