

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.