

Revising the Proposition

Our Markets

(mid-sized and larger companies)

Local Authorities
Professional Services
Legal and Recruitment
Membership, Communities and Networks
Financial Services
Tourism and Hospitality
Media and Creative
Skin Care and Health
Property and Construction
Information & Communications Technology (ICT)
Software Development & Service Companies

Case Study

The MD of a mid-sized international Information and Communications Technology (ICT) company was revising the services and products his business offered to markets that varied from local government to international companies and UK based organisations and charities.

He approached Market Accents to review the strategy and proposition. Traditionally, the company had developed organically, adding extensions to the offering in line with new technologies. However, changes in both markets and technologies were creating opportunities and changing the dynamics. The MD saw this as an opportunity to review the company's strategy, operations and proposition.

Market Accents carried out a strategic review, analysing and segmenting the customer base, understanding their needs and wants and matching them with the new services and products. We looked at trends and new markets to broaden the current offering. Together we revised the overall proposition and developed robust strategies and marketing plans for the individual service and product lines.

Market Accents also reviewed the company brand identity and positioning in line with its revised strategy and service and product propositions.

Our Successes: We have assisted the MD in taking the company to the next level. As the MD said, "Market Accents have been an integral part of our business review and rebranding and have delivered exceptional results in a short period of time. Noreen's approach and deep industry understanding have produced a focused proposition, brand identity & image which even non IT people can understand. Market Accents always deliver!"

Call us today for a complimentary chat.
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