

## Understanding the Opportunity

### 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 local manufacturing business was struggling with an opportunity overseas. While it felt like a good market, there were a number of unknowns, from the culture to the actual demand for the product. In fact, the entry strategy was far from clear and overall, the business needed a cohesive strategic approach to deal with the emerging technologies, threats and opportunities.

At this stage, the MD approached Market Accents, who carried out research, studied the options available, put forward recommendations and then supported the overall strategy of the business.

As the MD said: "The support, guidance and direction Market Accents has given our business have been hugely valuable. They have supported us with research for a new opportunity for our business overseas. Market Accents has also supported us with the strategic overview for our UK business and helped us identify new opportunities that we hadn't even realized. I have found Noreen to be extremely professional and also not afraid to ask the tough questions. I would not hesitate in using their services again in the future."

**Our Success:** The recommendations for the new market opportunity were taken on board and the overall strategy was recommended by their global partners. Their new propositions were approved and are now being implemented locally.

*Call us today for a complimentary chat.*  
**Noreen Cesareo**  
**077 8755 5651 or**  
**020 7592 9147**  
**noreen@marketaccents.com**  
**www.marketaccents.com**