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Using this information, we then made a 'map' of the marketplace identifying the number of sectors served and the number of different outsourcing services offered. By doing this, we identified pure competitors and possible partners who offered complementary services.

The size of the market and the client's existing market share was deduced by combining various bits of data – the result was that we discovered that they had less than 1% of the market already, giving significant room for growth. The other significant insight which came from looking at the data was that there was a 'sweet spot' – a size of company that was most likely to outsource company secretarial services.

Each segment of the market was then explored in more detail and a view taken on who the major players in each segment were, the extent to which there might be opportunities for partnering and in what way and, given the map of the marketplace, how our client should be positioned and what the offering might be.

#### **The results**

The outcome of this research was:

- a paper detailing the strategic research and recommendations for next steps
- a clear idea of who the competitors and which players in the market could become partners
- a focused proposition – what the offer was and who would be the ideal prospects, from which a marketing and sales plan was developed
- the service was launched in the next quarter and over the first two years the service brought in over £250,000

**Bluegreen Learning Ltd**

**m +44 (0)7810 866288**

**e [rachael@bluegreenlearning.com](mailto:rachael@bluegreenlearning.com)**

**[www.bluegreenlearning.com](http://www.bluegreenlearning.com)**