

Background & Problem

The CEO has significant experience of providing print services. His team is very good at customer management and providing a quality, value for money service, but the company had become over reliant on a couple of very large corporate customers, with whom they had longstanding historical links. They had not secured any large-scale new clients for several years and had become complacent, with over half of their business turnover coming from just three major clients.

The largest of these was undergoing significant change and as a result the value of the account reduced rapidly within a few months. This resulted in the company ending the year with a net loss. The CEO wanted to extend his client base and felt that the company was well equipped to bid for public sector work and ought to have some public sector clients but had no experience of formal public sector tender processes.

Actions Taken

We undertook a number of activities to enable the company to meet the formal requirements associated with bidding for public sector work including:

Updating and/or introduction of policies (health and safety, quality, human resources, equality and diversity and environmental policies).

Identifying and agreeing filter criteria for selecting tender opportunities where the company would be most likely to meet the buyers requirements.

Preparation of a 'bid book' – financial profile, case studies, existing customer profiles, customer reference, policy documents, information on services provided and capability.

It soon became apparent that many public sector buyers require printers to have environmental management systems in place, so we project managed implementation of an ISO14001 certified environmental management system.

We also scanned for tender opportunities and provided assistance with completing pre qualification questionnaires (PQQs) for a number of bids.

The Result

The company was able to meet the formal requirements to be registered with their local authority as a supplier, and began to receive work via this route, thereby building up their public sector track record.

They decided that they had sufficient know-how to pursue large-scale public sector tenders without further support, but decided to first embark on some profile raising and relationship building so that when they did tender for advertised contracts they were already a familiar name.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**