

Background and problem

A start-up business with a patent applied for a prefabricated foundation system for log cabins and garden offices and modular buildings. The MD was frustrated at the lack of sales in spite of support from Business Link and employing a consultant salesman. Website and literature were in existence.

Action taken

- Target markets defined and analysed : -
 - These were broken down into two distinct groups
- Modular buildings that did or did not require planning consent and compliance to Building Regulations
- From this resellers and installers of these buildings were targetted rather than builders merchants which has been more the focus in the past.
- Problems with obtaining consent from LABC inspectors was also proving a barrier to some customers and needed addressing.
 - Advice was sought through the IIB network on how to obtain LABC system approval and the process was put into action.
- Technical ability of the product came under scrutiny as a consequence
 - The client commissioned testing at Teeside University to prove the products capability
 - Product was modified as a consequence and range simplified.
 - This also highlighted the importance of ground conditions and a ground reinforcement grid system was added making the product offering much more professional.
- The opportunity for adapting the system for decking was recognised and a special range of decking brackets developed.
- The Website content was modified and Computer Aided Design drawings introduced to give it a more professional image.

The Result

All these elements together gave the product range greatly enhanced credibility with clear customer targets.

Sales began to happen and are now growing progressively week on week.

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.