



IP PRAGMATICS

Business development and marketing strategy: design and implementation

Background:

A UK Public Sector Research Establishment (PSRE) was seeking external expertise to research, prepare and deliver a detailed 3-year business development and marketing strategy that would facilitate a change in the way the organisation engaged with and delivered value to its external customers.

Objectives:

The PSRE engaged IP Pragmatics and Mulcahy Browne to initiate a transition in the organisation that would make the group more customer-focused and customer-aligned enabling them to capture greater value from clearly defined market segments. The Project was delivered through the application of tailored consultations, access to world-class research databases and an understanding of the aspirations from the PSRE. Specific tasks included:

- Review of the PSRE's current business & marketing strategies including an analysis of strengths and weaknesses.
- Survey and identification of existing customers, products and services.
- A detailed market analysis including existing customer and competitor analyses; identification of target sectors and priority customers; and anticipated market changes/trends.
- Identification and quantification of market opportunities and value of commercial opportunities for products and services.
- Preparation of a targeted marketing plan.
- Realignment of the business model, organisation structure, business processes and systems to deliver the business development and marketing strategy.
- Strategy Implementation Plan developed, implemented and supported

Approach:

At the beginning of this project, it was essential to understand how the new business development and marketing strategy could build on and incorporate the existing commercialisation activities already ongoing in the PSRE. These activities provided a solid foundation for the creation of the overarching business development and marketing strategy, not only in terms of the cultural change amongst staff involved in commercialising the scientific research base, but also in terms of revenue opportunities developed.

Result:

The work conducted by IP Pragmatics/Mulcahy Browne has enabled the PSRE to make a step change in its capabilities and become more customer-focused and commercially-aligned. The PSRE has refined how it develops new business opportunities and interacts with its customers. IP Pragmatics/Mulcahy Browne provided a unique combination of skills and experience to the PSRE which was essential to the successful implementation of this Project.