



CMAssociates

Markets & Customers

Whether in the Private or Public Services Sectors it is vital to be clear about which market you are in, what opportunities are available to you and who your target customers or communities of interest are or could be.

This is the engine room of any organisation and will determine what actions are required to be successful, either in terms of shareholder value, profitability or delivering value for money public services.

CMA can help you define those markets, communities of interest and target customers to **deliver sustainable results** in meeting their respective needs in line with the organisation's vision and corporate objectives.

Some of the tools and techniques we use:

- Market Profiling
 - An organisation needs to know the business and economic environment it operates within
 - How its performance compares to others
 - Driving the need for an agenda for business improvement that is unique to each company, industrial sector or economy.
- Competitor / market analysis
 - It is crucial to know the shape, size and opportunity in the target market
 - Who the competition is and what are their strengths and weaknesses
 - Will identify how the organisation can successfully compete



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- Market intelligence
 - It is not enough just to have a one-off snapshot view of the market and its players
 - New market entrants emerge from unlikely places
 - There is a continuing need to keep a constant check on current and emerging customer needs
 - These, coupled with monitoring existing and potential competition gives an early competitive advantage
- Product development and management
 - Managing existing and developing new products and services is the lifeblood of any organisation
 - Efficient and effective delivery of those products and services will determine the profitability for the organisation and value for money for the customers
 - Built into the organisation's performance management system
- Customer development
 - It is crucial to both acquire and, more importantly, keep target customers
 - Knowing what they need, want and aspire to is vital in efficiently and effectively delivery and customer management
 - Detailed customer management plans, appropriate to the customer or community of interest groupings need to be in place
 - Built into the organisations performance management system
- Customer service development and management
 - Here is where an organisation can truly differentiate itself
 - Providing the product or service "wrap"
 - Can be utilised as an "added value" service and charged accordingly or used as a competitive advantage



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- Customer satisfaction
 - There is little point in believing that value for money is delivered if customers don't believe so
 - Continuous customer assessment is vital
 - Must be embedded in the performance management system

For further information please contact us at enquires@cmassociates.co.uk or by phone on +44(0)7766 052251.