

Project Information Sheet

pottie Wilson

Marketing Strategy Development

pharos
CONSULTING



Pharos Consulting Service Provision

- Marketing consultancy services
- Facilitation services
- Implementation advice
- Implementation mentoring



Background

Pottie Wilson Limited is an Edinburgh based professional services company providing cost consultancy and related services within the construction industry. Established in 1987 as Pottie Wilson Partnership, the company operates in a number of market sectors with a strong focus on the residential development sector, particularly the social housing sector.

Following completion of a management buy out, the Directors of Pottie Wilson Ltd wished to review and develop their marketing approach to achieve growth for the company through a more balanced portfolio of work with greater penetration in areas outwith the residential sector.

Pharos Consulting worked with the Directors of Pottie Wilson Ltd to develop an appropriate marketing strategy through a series of structured workshops looking at existing marketing activities, assessing the core competences of Pottie Wilson Limited; undertaking client and competitor reviews; determining opportunities and threats which exist from the market and environmental conditions which Pottie Wilson operate in and reviewing the internal marketing infrastructure necessary to support and sustain a strategic marketing approach. From this work, the services which Pottie Wilson Ltd wish to provide and the market sectors to be strategically pursued were determined with focused implementation plans for approaching these sectors developed, including a 'quick wins' assessment.

Through the short and mid term implementation phase of the strategy, Pharos Consulting are working with the Directors of Pottie Wilson on an individual basis to fine tune the implementation plans for different sectors to optimise the potential to achieve the marketing strategy.