

Service Snapshot: Trade Research

Our Trade Research package is an opportunity for Trade Bodies to deliver cost savings for their members and revenue for themselves, thereby increasing their value to their customers.

Challenge

Traditionally, research has been purchased by individual member firms resulting in the same or similar information being provided to different companies at significant cost.

Collectively, this is inefficient use of scarce resources – both finance and time – within any business sector. It also greatly diminishes the ability to provide robust benchmarking data across the sector.

Opportunity

There is a significant opportunity for Trade Associations to add value both to their members, to their Trade Associations and to their own management teams in the research and insight area.

By organising the purchase of research through the Trade Association members will benefit from significant cost savings as well as sector specific benchmarking.

Solution

Sector-wide research

We will provide research on a sector-wide basis through the offices of the Trade Association, or similar body.

You are in a unique position to: provide the “helicopter view”; act as a syndicate hub; enable cost savings; enable sector benchmarking.

Our senior team can work with you to facilitate your discussions with Members concerning this new service and would then project manage on your behalf or, alternatively, we can advise you discretely.

Confidential Research data will be held on our servers and access to relevant data for individual clients will be through the Penumbra website client portal.

Research areas of main interest:

Business

- Performance improvement
- Competitive positioning
- Corporate reputation

Governance

- Risk management
- Regulation and compliance
- Brand health (market share, positioning), Brand risk
- Industry perceptions
- Marketing effectiveness
- Market movement / trends

Employees

- Employee engagement
- Retention and turnover

- Salary / remuneration surveys

Customers

- Customer service
- Loyalty indexes
- Retention and turnover (defection)
- Customer perceptions / corporate image
- Buying trends / intentions

Benefits

By using Penumbra’s Trade Research service, organisations will have opportunities for cost savings as well creating confidential benchmarks across their sectors. Additionally, organisations will reap the following benefits:

Benefits for Trade Association

- Places you at the centre of information provision
- Provides income through an attractive commission scheme
- Gives a leading edge view of what is happening in the market place
- Provides good talking points for public relations/press releases
- Enhances the value proposition of your Trade Association in the eyes of your members

Benefits for Members

- Avoids wasteful duplication of research by member organisations
- Lower costs
- Greater access to data
- Provides a secure and trusted environment within which members can agree to share confidential data

Individual Organisations	<ul style="list-style-type: none"> • Specialised research • Customised research
Organisations with Commonality	<ul style="list-style-type: none"> • Agreed shared platform • Benchmarking
Trade Organisations	<ul style="list-style-type: none"> • Common research • Sector research

strategy people performance

Penumbra is a strategic business consultancy. We bring clarity by using research to drive understanding and direction. We deliver success by balancing experience and innovative thinking.

Whatever your aspiration, we'll provide the tools, information and analysis to turn your strategy into operational reality, in a way that motivates your people to outperform the market.

Overview

Our expertise lies in helping our clients to execute robust strategies and deliver results.

We achieve this by combining a robust management planning system with a focus on people which drives alignment and commitment

We work in partnership with talented and committed leadership teams to help organisations build corporate value with a wide range of customised, cross-functional advisory programmes and services delivered from four complementary service groups:

Strategy

(Development, formulation, implementation and alignment)

Our innovative **Penumbra Balance** approach creates dynamism, drives and sustains momentum and makes strategy real for stakeholders

Organisational Development

(Behavioural issues)

We call our holistic approach **Balanced Motivation** which encompasses activities that improve performance both for the organisation and the individual

Research and Insight

Our stimulating **Clarity** approach draws on our business consulting skills to deliver a mix of business analysis and market research which provides compelling insights for winning decisions.

Operations

The Operations group brings all of our hands-on practical experience to bear on execution and delivery of results.

Our technology enabling approach called **Totality** facilitates business focussed services and solutions, aligned to business needs, for people, processes and tools.

Why Us?

Organisations turn to us when they:

- Want to find a new strategic direction
- Have created a strategy and now need to execute it
- Need to drive more value from existing initiatives
- Have a big issue to resolve, usually dependent on lasting employee buy-in
- Need to explore new ways to drive value
- Need a breakthrough result
- Are seeking measurable results

Our Experience

We have real world experience spanning 20 years with our clients. This includes working with:

BP, Citibank, Morgan Chase, WestLB, RBS, UBS, Bankers Trust, Kleinwort Benson, Coutts, Natwest, Intel, Nokia, Adobe, Kall-Kwik, Glaxo Smith Kline, Dupont, Pfizer, Savills, British Council, Clifford Chance, British Airways, Gillette, Unilever, Shell, Volvo,

Vauxhall, British Gas, TradeStation, MWB Business Exchange, Investors in People, University of Cambridge

On projects such as:

Strategic Planning, Strategy development and implementation, Culture change, Post-Merger Integration, Vision, Purpose and Values, Current State Analysis, Organisation Re-design, Transformational Change, Client Focus Strategies, Perception Studies, Client and Staff Engagement surveys, Global Rebranding, Know your Customer, Market Forecasting, Consumer Insight, Market Segmentation, Process optimisation, Lean/Six Sigma, Project Management, ERP Systems Roll-out, Market Research, Financial Modelling, Franchise Start-up Evaluation models, Cost Benefit Analysis, Implementation Alignment, Strategic Alignment, Complex Database development, Custom Application development, Supply Chain Optimisation

Covering diverse sectors such as:

Financial Services, Pharmaceuticals, Manufacturing, Energy, Mobile Telecoms, Travel and Tourism, Aviation, Property, Hi-tech and Business Services