

## Knowledge Hub

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## Precision engineering company seeks University support to hone its marketing efforts.

### The company

HoneAll is a precision engineering company based in Leighton Buzzard, Bedfordshire and as the company name suggests, it originally specialised in honing. Over time it has developed gun drilling and deep hole boring skills and more recently it has emerged as a 'one-stop-shop' for precision machining. With this broadening of the company's capabilities came the realisation that future investment could be influenced more by the limited floor space available on its original site in Dunstable, than by the machining requirements of an increasingly diverse customer base. The company has therefore recently moved premises to a larger site offering HoneAll more space, greater working flexibility and a significantly better working environment.



### Strategic requirement

Whilst HoneAll is a successful and sustainable business, the directors recognised that the company lacked marketing and sales expertise and would benefit from a fresh strategic perspective. Competitors were known to be buying in work as a result of their own under-performance and it was recognised that HoneAll's management team sometimes fail to think strategically or work effectively as a team; so it was felt that an overview of the business from an external professional perspective would be beneficial. Coupled with the additional short term financial burden the recent move had placed on the company, the directors sought assistance from the University of Bedfordshire.

### The solution

Through the University's Business Growth Plan, the Knowledge Hub's Principal Consultant, Clive Haywood, worked closely with HoneAll director, Andrea Rodney, to clarify the current business issues and better understand the current income and profit streams. Together, they assessed the market opportunity, prospects and competition, before agreeing enhancements to the marketing strategy and developing ideas targeted at key client sectors offering the best opportunities for future growth. They also looked at the company's branding and a broad range of marketing materials, including the online presence to assess their suitability for future business development.

### Successful outcomes for the company

The advice and guidance from the Business Growth Plan helped HoneAll agree a clear and focused marketing strategy including:

- Key target markets were identified and marketing ideas were developed to support this
- Greater ability to manage client and business prospects
- Improved measurement systems to ensure effective use of resources

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UoBKnowledgeHub: Knowledge Hub Associate Director @EamonnKeenan has made his Twitter debut today, I'm sure he'd appreciate it if you followed him!

- New ideas and branding concepts to market the company more effectively

*"Without the Business Growth Plan I may have postponed or declined this sort of expert support as production and equipment spending is the current priority for our company. However, after a day with the consultant, I have been given invaluable advice, gained a wealth of knowledge and had the wonderful opportunity for someone with extensive corporate experience to review my practices and processes and feedback ideas and opinions that would have never been heard or considered.*

*"My team and I now have a more formalized strategy for our marketing and as a director I have been given the confidence to know that our efforts are being focused in the right areas."*

**Andrea Rodney, Director HoneAll Ltd**

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