



**ROCHESTER**  
PR GROUP

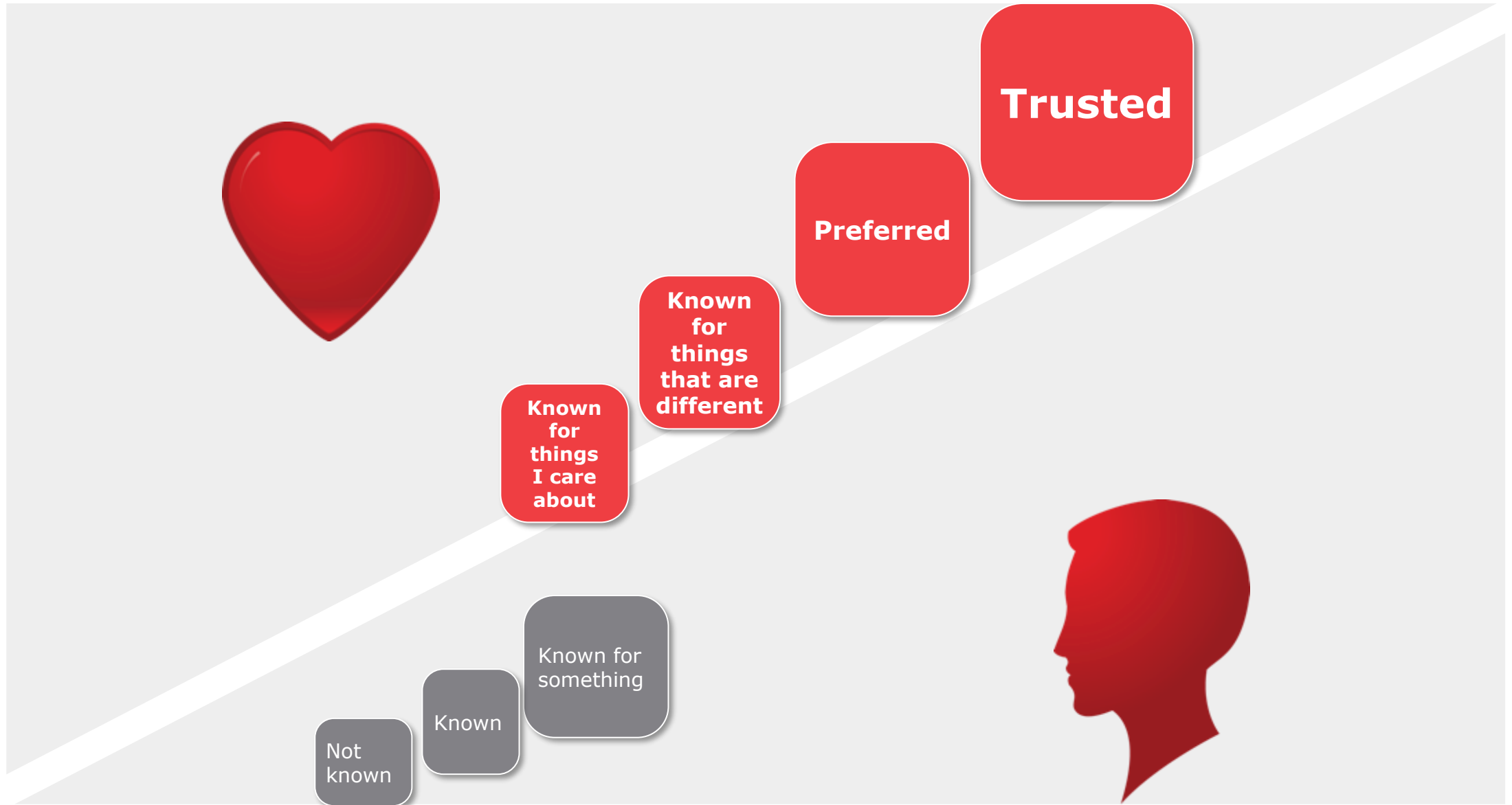
# RESEARCHING THE UK MARKET: WHERE TO START

# Session 1

- Market research: the first steps
  - Trade media
  - Associations
  - Competition
  - Trade fairs/events/shows
  - Tenders



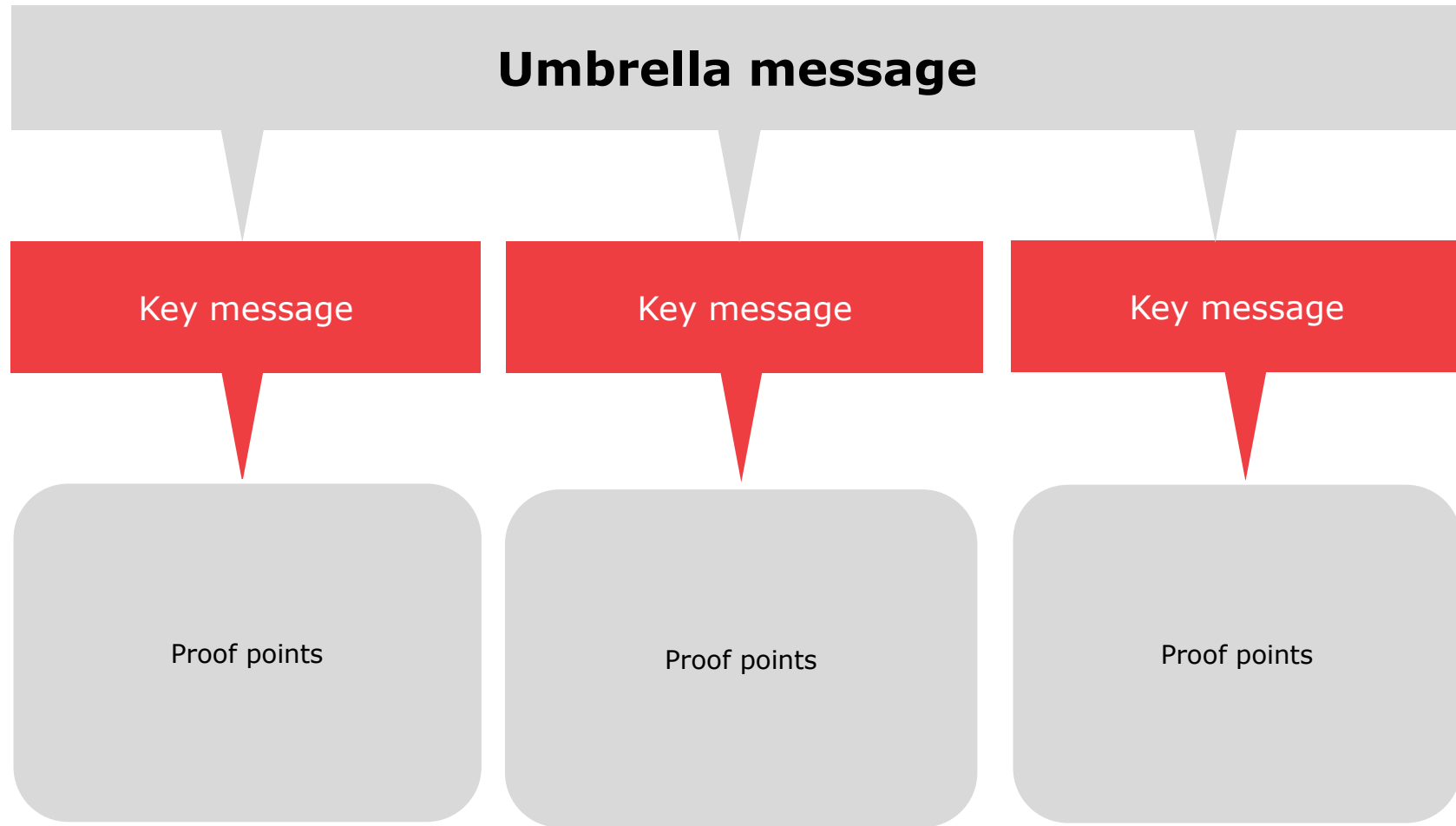
# Brand journey



# The truth about global brands

- The basics:
  - **Relevant**
  - **Understood**
  - **Consistent**
- *"The basics are pretty much the same, but that doesn't mean it's easy"*
- 56% consumers trust local brands over global brands - up from 43% in 2015
- *"Don't confuse the internet or social media with going global"*

# Messaging



# UK Market Entry Index

---

**Why is the UK market attractive?**



English as an international business language

Multi-cultural consumer base

Large consumer base

Ease of setting up biz

Large talent pool

Time zone

# UK Market Entry Index

What do to prepare to launch in UK?



1

**Employ local talent**



2

Seek local professional advice



3

Engage with journalists and influencers



4

**Conduct market research/attend trade shows**



5

**Register company**



6

Conduct competitor analysis

# UK Market Entry Index

## Main challenges facing businesses?



1. Understanding the business culture/way of doing things
2. Competition against brands with a stronger local presence
3. Time taken to win customers
4. Amount of competition in the UK
5. Lack of contacts
6. Financial & regulatory



## Trade media

- Pretty much every industry sector is represented:
  - Computer and data servicing
  - Construction
  - Design
  - Architecture
  - Engineering
  - Retail
  - Publishing



# Trade media examples

## Computer and data servicing

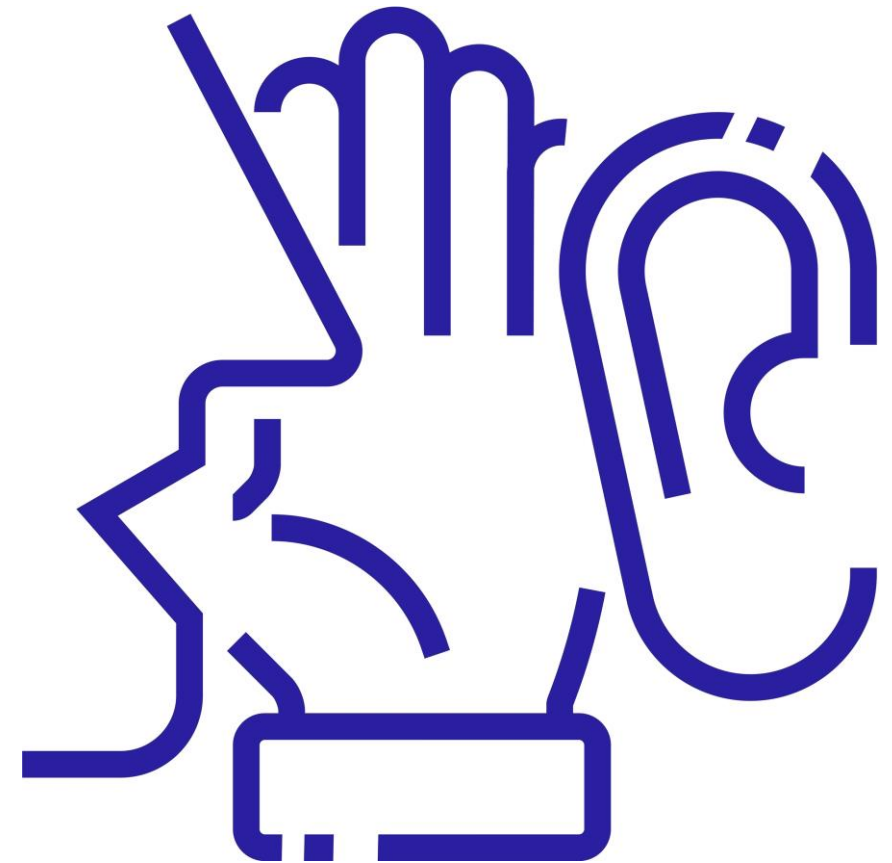
- Computer Weekly <https://www.computerweekly.com>
- Tech Crunch <https://techcrunch.com/?gucounter=1>

## Construction

- Construction News <https://www.constructionnews.co.uk>
- [construction.co.uk](https://www.construction.co.uk)
- Building <https://www.building.co.uk>

## Design and Architecture

- The Architects' Journal <https://www.architectsjournal.co.uk>
- Creative Review <https://www.creativereview.co.uk>
- The Architectural Review <https://www.architectural-review.com>



# Trade media examples

## Engineering

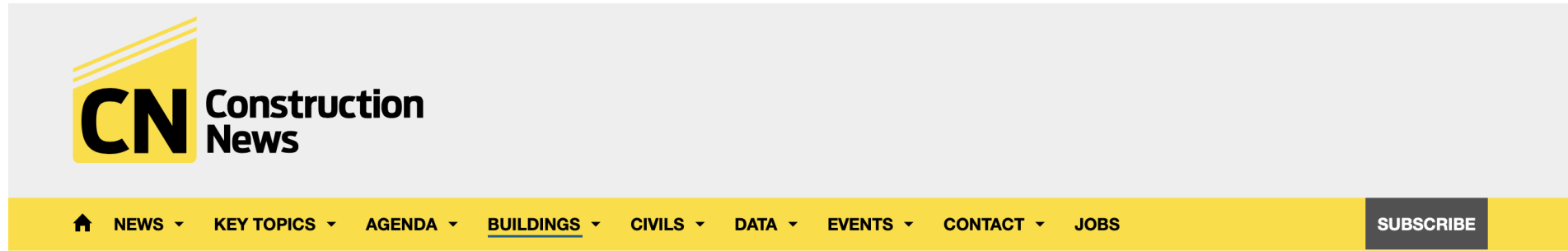
- E&T Magazine - The IET <https://eandt.theiet.org>
- The Engineer <https://www.theengineer.co.uk>

## Retail

- Retail Week <https://www.retail-week.com/?authent=1>
- Also, the industry sectors that you may be targeting



# Trade media example: Construction



- Your competition
- Events
- Opinion formers
- Trends
- Features



# Trade media example: Construction News: contracts

## Contracts: Buildings

### LATEST NEWS



### Contractor sought for £320m housing maintenance contract

04 MAY 2021

Moat Homes is seeking a partner to help deliver its £320m decade-long...



### INSPIRING WOMEN >>

**Inspiring**  
women in construction

Read the stories | Register for events



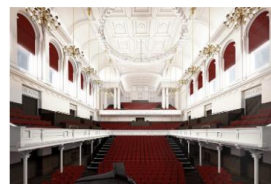
Portsmouth launches £100m contractor framework

16 APR 2021



Tendering for £625m northern resi framework starts

07 APR 2021



Galliford wins town hall job previously awarded to Kier

31 MAR 2021



Balfour and Mace among firms to adopt new PQQ standard

29 MAR 2021



# Trade media example: Construction News: events



21-22 July 2021 | Virtual event

[ABOUT](#) [PROGRAMME](#) [SPEAKERS](#) [SPONSORS & PARTNERS](#) [BOOK NOW](#)



[ABOUT](#) [PROGRAMME](#) [SPEAKERS](#) [SPONSORS](#)

## Networking break

🕒 2:15 PM to 2:25 PM

## Creating better regeneration projects for towns and cities and delivering the homes required

🕒 2:25 PM to 3:10 PM

👤 Panel

👤 Symon Bacon · British Land

👤 Anthony Breach · Centre for Cities

👤 Hazel Rounding · shedkm

[Clients](#) [Regeneration](#) [Housing](#) [Commercial](#) [Supply chain](#)

## 3:00 PM

## Gain insight into upcoming regeneration projects and what clients are seeking in supply chain partners

🕒 3:10 PM to 3:40 PM

👤 Projects in focus

👤 Barbara Brownlee · Westminster City Council

👤 Nalin Seneviratne · Sheffield City Council

[Clients](#) [Regeneration](#) [Housing](#) [Commercial](#) [Investment](#) [Supply chain](#)



# Trade media example: Construction News: trends

The image shows a screenshot of the Construction News website. At the top right, the logo 'CN Construction News' is displayed. Below it, a yellow navigation bar contains the following items: 'NEWS', 'KEY TOPICS', 'AGENDA', 'DATA', 'EVENTS', and 'CON'. A dropdown menu is open under 'KEY TOPICS', listing: Brexit, Coronavirus, Grenfell, Health and Safety, HS2, Skills, and Sustainability. Another dropdown menu is open under 'AGENDA', listing: CN100 top contractors, CN Specialists Index, CN Payment 100, Administrations, Best paid bosses, and League Tables. A second yellow navigation bar is visible below the main one, containing: 'NEWS', 'KEY TOPICS', 'AGENDA', and 'BUILDING'. A dropdown menu is open under 'NEWS', listing: Contractors, Financial, Legal, People Moves, Technology, Consultants, and Supply Chain. The background of the page shows a blurred image of a person's face and some text, including 'fire safety -' and 'as right building'.



# Trade media example: Construction News: features

Edition	Published	Themes
May	22 April	Skills; on-site automation/robotics
June	20 May	Building safety; tall buildings
July	24 June	Health and safety; mental health; safety technology
August	22 July	Technology; digitisation
September	26 August	Top 100 contractors
October	23 September	Finance; low-carbon plant
November	21 October	Materials
December	18 November	Cashflow

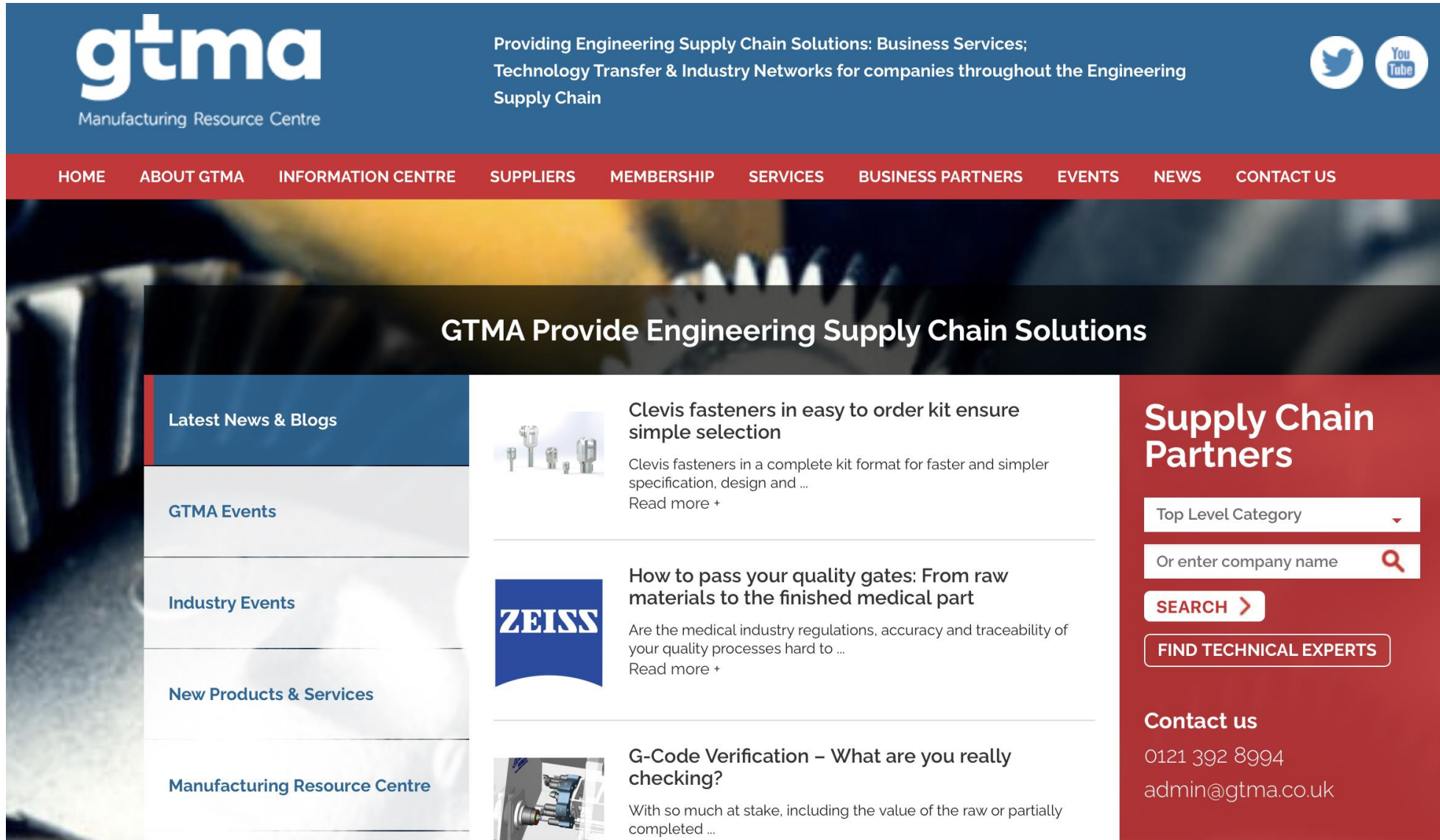




# Associations

- Usually charge for membership
- Sometimes overseas membership is less expensive
- They can be very sector specific eg engineering:
- They sometimes put on events, training and produce their own trade publication
- Can be linked to qualifications

# Associations: Manufacturing



The screenshot shows the GTMA website homepage. The header is dark blue with the GTMA logo on the left, the tagline 'Providing Engineering Supply Chain Solutions: Business Services; Technology Transfer & Industry Networks for companies throughout the Engineering Supply Chain' in the center, and social media icons for Twitter, YouTube, and LinkedIn on the right. A red navigation bar contains links for HOME, ABOUT GTMA, INFORMATION CENTRE, SUPPLIERS, MEMBERSHIP, SERVICES, BUSINESS PARTNERS, EVENTS, NEWS, and CONTACT US. The main content area features a large banner with the text 'GTMA Provide Engineering Supply Chain Solutions'. Below the banner is a sidebar with five menu items: Latest News & Blogs, GTMA Events, Industry Events, New Products & Services, and Manufacturing Resource Centre. The main content area displays three articles: 'Clevis fasteners in easy to order kit ensure simple selection' with a small image of fasteners, 'How to pass your quality gates: From raw materials to the finished medical part' with the ZEISS logo, and 'G-Code Verification – What are you really checking?' with a small image of a machine. On the right side, there is a red sidebar titled 'Supply Chain Partners' containing a search form with a dropdown for 'Top Level Category', a text input for 'Or enter company name', a 'SEARCH' button, and a 'FIND TECHNICAL EXPERTS' button. Below the search form is a 'Contact us' section with the phone number '0121 392 8994' and the email address 'admin@gtma.co.uk'.

**gtma**  
Manufacturing Resource Centre

Providing Engineering Supply Chain Solutions: Business Services;  
Technology Transfer & Industry Networks for companies throughout the Engineering  
Supply Chain

HOME ABOUT GTMA INFORMATION CENTRE SUPPLIERS MEMBERSHIP SERVICES BUSINESS PARTNERS EVENTS NEWS CONTACT US

## GTMA Provide Engineering Supply Chain Solutions

**Latest News & Blogs**

**GTMA Events**

**Industry Events**

**New Products & Services**

**Manufacturing Resource Centre**

**Clevis fasteners in easy to order kit ensure simple selection**

Clevis fasteners in a complete kit format for faster and simpler specification, design and ...  
Read more +

**How to pass your quality gates: From raw materials to the finished medical part**

**ZEISS**

Are the medical industry regulations, accuracy and traceability of your quality processes hard to ...  
Read more +

**G-Code Verification – What are you really checking?**

With so much at stake, including the value of the raw or partially completed ...

## Supply Chain Partners

Top Level Category

Or enter company name

**SEARCH**

**FIND TECHNICAL EXPERTS**

**Contact us**

0121 392 8994  
admin@gtma.co.uk



# Associations: Solar Panels



[Become a member](#)

[Contact](#)



[Solar Energy](#)

[Resources](#)

[Membership](#)

[About us](#)

[Latest](#)



# Membership

[Home](#) > [Membership](#)



# Competition

- Discover them by using the right key words for your own business - experiment
- Eg skydomes, roof lights: skydome manufacturers uk

<https://www.nationaldomelightcompany.co.uk> › skydome ▼

## [Skydome Rooflights | UK - National Domelight Company](#)

**Skydome** Rooflights: Choose from circular shape (on plan) domed rooflight ... All post formed polycarbonate carries the original **manufacturer's** warranty.

<https://www.nationaldomelightcompany.co.uk> › other-... ▼

## [Rooflight Manufacturers | Coxdome, Skydome, Astrofade ...](#)

We supply a wide range of rooflights and skylights from leading **manufacturers** including Astrofade, CoxDome, Metro, **Skydome**, Ubbink, Ventura, Whitesales ...

<https://www.thorlux.co.uk> › products › sky-dome

## [Sky-Dome | Products | Thorlux Lighting United Kingdom](#)

**Sky-Dome** product photograph ... **UK** Building Regulations Approved Document B (Spread of Fire) Tp(a) –. Efficient ... **Sky-Dome** LED Lifetime Datasheet ... Designers, **manufacturers** and **suppliers** of professional lighting systems since 1936 ...



# Competition

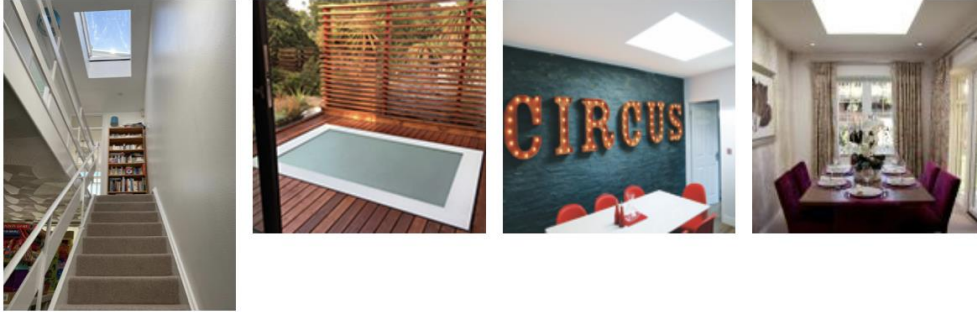
- Visit their websites to find out:
  - Their clients
  - Case studies/user case



# Competition

## The Latest from National Domelight Company

### Latest Case Studies



### Latest Video



### Register with us

Take a moment to register and you will receive email updates on our new product developments, special offers and additional resources as they become available.

[Register for our newsletter »](#)

### Latest News

#### **New product announcement: Wendland PVC Lanterns**

We are pleased to announce that we are now suppliers of Wendland Lanterns, PVC roof ... » [28th January 2021](#)

#### **New product now in stock:**

#### **Mardome multi-p rooflights**

We are pleased to announce that we are now stocking brand new Mardome products: stunning... » [5th January 2021](#)

[Request a Callback](#)

#### **Mardome Trade Glass rooflights now available from NDC**

We are pleased to introduce the newest addition to our Mardome product offering: Mar... » [23rd November 2020](#)

[Read all news articles »](#)

### Twitter

National\_Domes [14/05/2021](#)  
Mardome Glass Link in a post



# Competition

- Google them to find out:
  - Where they are getting coverage
  - Their news
  - More on their people
- Set up google alerts
- Follow them on social media – Twitter, LinkedIn



## **T**rade fairs/events/shows

- Challenged through lockdown
- Typically annual/bi-annual
- More webinars/smaller events
  - More flexibility
  - Less time sensitive



## Events

- Use key words to find relevant events
- Eg: intelligent automation
- <https://www.techuk.org/accelerating-innovation/emerging-technologies/intelligent-automation.html>

# Events

## techUK's Intelligent Automation Week 2021

Between 26-30 April techUK is showcasing the huge potential of Intelligent Automation on the UK's digital economy. You can read latest news and insights below #AutomationUK

[Find out more](#)

### Latest news



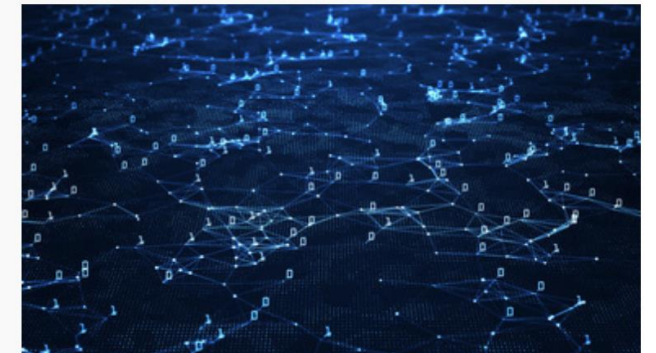
May 2021

**Key priorities for the UK's Future  
National AI Strategy- techUK**



03 Dec 2020

**Digitising mental health care using  
RPA**



20 Nov 2020

**Intelligent automation mitigates  
Covid-19 impacts**




# Tech event hosts

**LONDON**  
& PARTNERS

POTTER  
CLARKSON

TECH  
NORDIC  
ADVOCATES

L A B S

  
Department for  
International Trade

LONDON  
TECH  
WEEK

ONE  
TECH

FFWD

LEGAL  
GEEK

wework

rise  
Created by  
BARCLAYS

CAPITAL  
PILOT

TECHITALIA:LAB  
LONDON

INNOVATION  
WAREHOUSE



L39

IMPACT  
HUB  
King's Cross

health foundry



HUCKLETREE

UCL Innovation & Enterprise

# Tenders

- UK government £292 billion a year on goods and services
- Approximately a third of all public expenditure
- Goods such as stationery and medicine
- Construction of schools and roads
- Back office functions such as IT and HR
- Front line services such as probation and social care

# Tenders

- All public sector contracts across the UK over £10,000 are listed on the Contracts Finder site
- Contracts Finder for England <https://www.contractsfinder.service.gov.uk/Search>
- Public Contracts Scotland for Scotland.  
<https://www.publiccontractsscotland.gov.uk>
- Sell2Wales for Wales <https://www.sell2wales.gov.wales>
- Esourcing NI <https://e-sourcingni.bravosolution.co.uk/web/login.shtml> and etendersNI <https://etendersni.gov.uk/epps/home.do> for Northern Ireland



# Tenders

- Find a Tender for high-value opportunities typically over approx. £122,000 (150,000 euros) across the whole of the UK <https://www.find-tender.service.gov.uk/Search>



# Tenders

## Find a contract

Explore and search business opportunities

### Keywords

Can include contract title, description and buyer

▶ [How can I do an advanced search?](#)

### Contract location

Search by all regions, preset regions or by postcode

- All locations
- Region
- Postcode

### Notice type

Which types of notices do you wish to view?

- Opportunity
- Future opportunity
- Early engagement

If you have any concerns about procurement practices, including late payment, you can contact the [Public Procurement Review Service](#).

You can find details of [recent procurement reforms](#), including Contracts Finder, on GOV.UK.

Contract information posted prior to 26 February 2015 will not appear on this site. You can view this data on the [Contracts Finder archive](#).

This is a [beta service](#) that launched on 26 February 2015.

## Service support team

If you have problems using the Contracts Finder service, [contact our service support team](#).

## Find a Tender

English | Cymraeg

# nder

e - your [feedback](#) will help us improve it.

[Register](#) [Sign in](#)

## Public sector notices

Contracting authority, awarded supplier, contract number

[Advanced search?](#)

Search

## What is the Find a Tender service?

The [UK-wide noticing service for public procurement](#)

## Public procurement regulations

Find out about the [regulations that govern UK public procurement](#)

## Review services

If you have any concerns about procurement practices, including late payment, you can contact a [review service](#)



# Tenders



Crown  
Commercial  
Service

[COVID-19](#) [About](#) [Contact](#) [Events](#) [News](#) [Buy and supply](#) [call us: 0345 410 2222](#)

[Search agreements](#) [Search suppliers](#) [Upcoming deals](#) [Products and Services](#) [Sectors](#)



## Procurement. You know the power it can hold.

[Find out how CCS can help bring power to your procurement](#)

[Download our brochure](#)

Search agreements



Search suppliers





# Summary

- Market research: the first steps
  - Trade media
  - Associations
  - Competition
  - Trade fairs/events/shows
  - Tenders



**ROCHESTER**  
PR GROUP