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M3

Knowledge Transfer Partnership

M3 delivers products and services to help develop and maintain social housing and public buildings in the UK.

The challenge

In 2008, M3 was looking to develop their growth strategy. M3 had successfully established their position with a high market share in their target market providing products to assist social housing landlords to procure and carry out repairs and manage housing development programmes.

As an SME, they lacked internal resources to evaluate potential new markets and to devise a strategy to target investment which would deliver growth without compromising profitability.

M3 approached Kingston University's Faculty of Business and Law to help explore new markets in the UK and overseas and to develop the expertise and knowledge to engage in them.

The solution

A two-year Knowledge Transfer Partnership (KTP) was set up involving Principal Lecturer, Dr Walter Skok and Senior Lecturer, Patricia Harris. Ben Virgo, an MA marketing graduate, was recruited as the Associate to work on the project. He was supported by the Kingston academics and company supervisor, Liz Circuit.

Undergraduate and postgraduate students from Kingston University also assisted in carrying out e-commerce strategy analysis and customer relationship management evaluation.

As well as managing a comprehensive strategic review of the business, Ben redeveloped M3's website which led to immediate benefits for the company and signaled the change to a more market oriented approach for M3.

The outcomes

The project has been extremely successful and was graded A (outstanding) by the Technology Strategy Board.

M3 now has a clear vision of markets in which it will have the most success targeting and has entered a new overseas market at a speed directly attributable to the KTP. It has rebranded its products and improved management structure and business processes which will now be implemented.

In 2011, M3 was pleased to employ Ben as Sales and Marketing Manager to implement the findings of the project.

'I believe that the project was highly effective at bringing about organisational and cultural change and helping M3 to explore new markets. I am highly satisfied with the outcomes.' Liz Circuit, KTP Company Supervisor & Director of M3

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