

AMA Research



We put more into our research...you get more out

MARKET RESEARCH PUBLICATIONS & BESPOKE SERVICES



Market Reports & Bespoke Market Research Services in the Building, Home Improvement and Construction Industry

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AMA RESEARCH CAPABILITIES

Summary of Background and Skills

One of the UK's Foremost Specialists in Home Improvement, Construction and Environmental Industry Research

- **Owned by Barbour ABI**, high quality UK construction project leads provider.
- **High Quality Research & Analysis in two key areas – bespoke research and consultancy and published reports.**
- **Independent with over 25 years'** experience in the building, construction and environmental industries.
- 17 experienced researchers.

Bespoke Consultancy Services & Ad-hoc Research

- **Quantitative Market Size Assessment**, trends, distribution, future prospects, key factors driving change.
- **End Use Sector, Target Market Identification**, opportunities in new sectors, specification/distribution options.
- **Quantitative and Qualitative Attitudinal Research**, buying process, opinion, from direct and indirect stakeholders.
- **Supply chain audits** for building products /materials, changing channel mix, impact of Internet etc.
- **Situation assessment**, internal and external factors, SWOT and PEST analyses.
- **Qualitative Views, Installer Opinion**, feedback on product performance in specification, installation and usage.
- **Research / consultancy** for public and private sector bodies.
- **Specialist database building**, targeted sectors within the building industry, specifiers, contractors, distributors etc.

150+ Published Multi-Client Reports and Databases Covering:

- **Building and construction Products and Materials** building services, bathrooms, glazing, electrical, plumbing, decorative etc.
- **Distribution** - merchants, electrical wholesalers, garden centres etc.
- **Sustainability** – energy efficient products, renewables, waste, etc.
- **Buying process** – Decision Making process, key influencers etc.
- **Outsourcing** - FM, waste management, Contract Cleaning etc.
- **Prefabrication, PFI Market, Contractor Sectors** (utilities, transport, education, etc).

Research techniques used on a regular basis:

- Desk research.
- Telephone interviews, Personal / in-depth interviews.
- Focus groups / group discussions. Hall tests, Consumer research.

Background

AMA Research offer a combination of market research and marketing consultancy experience. This enables us to consider the client needs in the light of external market information. Our objective is to provide relevant recommendation or input, which can be practically implemented.

We like to spend some time at the beginning of a project understanding the company product range, the marketing approach taken and relevant business development issues. This enables us to be client focused in our approach and relate the process of information gathering and interpretation of results directly to the client's issues.

Every project is managed by a director, who will be involved in all stages of the process including planning, interviewing, analysis, report presentation and client liaison. This ensures continuity of approach and facilitates a detailed understanding of the issues in addition to a more strategic overview.

AMA Research is now owned by Barbour ABI. **Barbour ABI** is a leading provider of construction intelligence services. With a team of in-house research specialists and a dedicated economics team, it provides commercially relevant insight and unique analysis of trends and developments within the building and construction industry.

Barbour ABI is the chosen provider of Construction New Orders estimates data to the Office for National Statistics, provider of the Government's National Infrastructure and Construction Pipeline and provides the planning application and development data to the Department for Communities and Local Government. Barbour ABI also provides data for independent organisations, such as the Construction Products Association.

Primary Research Methodologies Used

Desk Research – Research, analyse and collate data from all available sources, Government, private sector, AMA Research's existing library of data, plus our background knowledge, understanding and experience of the industry. Interrogate ABI Barbour data on any major projects underway and planning applications to support analysis and identify targets for interview.

Telephone Research - investigative telephone interviews can explore either or both qualitative and quantitative aspects and allow the interviewer to probe and develop issues as required to enhance the quality of the findings and ensure a good understanding of the processes and issues.

Face-to-face or Personal Interviews - in-depth interviews are used to draw out issues and highlight key aspects, often ahead of more structured telephone interviews, we target key people who are knowledgeable and influential in the supply chain.

Focus Groups – We use focus groups where the objectives are to obtain detailed perceptions and opinions on products / new products and new concepts, as they facilitate in-depth discussion and prompting of different viewpoints across knowledgeable participants.

Other methodologies are also used, as the research objectives dictate.

Clients

Below are some previous clients of AMA Research:

Some of AMA's clients in the Home and Garden Sector:		
Akzo Nobel	Hunter Douglas	Ceasarstone
Velux	Metsa Wood	Somfy
Mapei	Hilarys Blinds	Ideal Standard
GIMA	Levolux	TN Vyborg

Many of our clients have commissioned us for repeat business, which we consider to be a positive statement of our quality of service. Due to the nature of our services in the business to business and trade sectors our client mix includes both larger, well-known companies and more specialised trade oriented companies.

AMA Capabilities / Projects Undertaken – Home and Garden

Mini Case Studies – AMA Research

Objectives – Provision of detailed overview and understanding of the current UK market for **home automation systems, with particular reference to curtains and blinds.**

Methodology – Comprehensive initial desk research into the home automation market including identification of key suppliers, technologies and systems currently being used and size of market. Subsequent detailed telephone and personal interviews were used to clarify the current state of the market, opportunities for future growth and identification of potential barriers for future market development.

Outcome – The output of the research was incorporated into a review of the potential growth sectors for the company.

Objectives – Assess the current and future potential growth sectors for **decorative products including paint and wall coverings.**

Methodology – Extensive programme of desk research into the current and potential physical size of key new build and RMI construction sectors including housing, private commercial, infrastructure, private industrial and public sector non-housing. Programme of telephone interviews was used to assess current rates of decorative products usage in these sectors which was then as a basis for extrapolating future forecasts.

Outcome – The research was used as part of the development planning process by the company and to highlight key additional and new end-use growth sectors.

Objectives - Provide qualitative and quantitative assessment of the market for **wood and laminate flooring products** in the UK.

Methodology – Combined desk research and interviews within the wood/laminate flooring supply chain, to establish the market size, product mix, pricing, supply and distribution structure, impact of low-cost imports, key market opportunities and threats. Interviewed a wide range of industry participants including product suppliers, key retailers, distributors and importers, trade associations, standards organisations etc, to establish key market trends and identify key market opportunities and threats.

Outcome – The research identified changing trends in the wood/laminate flooring market in terms of product trends, customer demand, growth of low-cost imports etc, to identify growth trends, the key opportunities for business development over the next few years.

Objectives – Provide detailed listings of **ALMOs and housing associations** in the south east of England.

Methodology – Combined desk research and interviews to establish address and contact details per organisation, area of operation, housing stock, key market sectors, development and new build activity, refurbishment programmes, relating to Decent homes, procurement methods, any particular projects in the pipeline, and links with other organisations, such as local authorities.

Outcome – The research enabled the construction contractor to better organise and focus resources towards the social housing sector.

Other Projects Undertaken – Home and Garden:

- **Objectives** - establish perceptions and views on an **office furniture supplier's image and service level**, from customers, non-customers, internal staff and architects.
Methodology - establish the overall perception of the supplier's service level from customers, lost customers, non-customers, architects and internal staff through questionnaire design, interviews addressing issues including overall perceptions, value for money, quality of product / service, views of image whether traditional or modern, delivery, lead times, accuracy, replacement, damage, after sales service, technical advice, sales advice, working relationship.
Outcome - The research was used as the basis for developing a marketing communications programme by the company to improve their position with office furniture dealers and architects in particular.
- **Objectives** - To establish more detailed research on the pre-decorative product market including Wallpaper Adhesives, Fillers and Stain Block.
Methodology - the approach used desk research to gather general market background, contact names for interview, we analysed existing information where available, with telephone interviews used to gather more qualitative input and to fill gaps in the market size or company/channel share information requirements.
Outcome - The research identified the scale and size of the individual product-market sectors with assessments of key brands/suppliers, key routes to market and key distribution companies, enabling the client to better structure their marketing and communications activity.

- **Objectives** - a review of the upmarket bathroom installation sub-sector of the bathroom market with a view to identifying the size and scale of the market, key routes to market, whether the current socio economic trends are favouring up-market installations and market prospects.
Methodology - we undertook a mix of desk research and in depth telephone interviews to establish the scale of the up-market bathroom market and understand why the sector is different in many ways to the remainder of the market. Interviews were conducted with bathroom retailers, installers and up-market direct bathroom sellers.
Outcome - the feedback was used to better target the relevant distributors and retailers in the market place and to grow the business.
- **Objectives** - Analyse the market for glass balustrading and balcony systems, to include size, trends, residential versus non-residential mix, market drivers, review of key players, assessment of routes to market etc.
Methodology - Combined desk research and interviews with a range of respondents within the industry, to establish the range of applications, the limitations, the opportunities, the key players, the routes to market etc. Establish where the opportunities lie for the products, given the current housing and non-residential building prospects. Identify any regional opportunities.
Outcome - The research identified the size and structure of the market sector, the key routes to market, the key application areas, the opportunities over the forthcoming 3-5 years and the barriers to further growth.

- **Objectives** – review the market for compact laminate market in the UK, on behalf of a major international provider of laminate products.
Methodology – undertake desk research and interviews throughout the industry to determine the usage of compact and exterior grade laminate products, assess the end use applications, the reasons the product is preferred and whether the market is perceived to be growing, what the barriers to further growth are and whether there is scope for significant change in the market. Also the size and scale of the market are to be assessed and the key players identified with their routes to market profiled.
Outcome – The research was used as the basis for the client to decide how to further develop their position in the UK market and to decide how much investment to make and how to plan their marketing and sales effort to maximum effect.
- **Objectives** - review the garden products market in terms of changes, trends developments on a quarterly basis.
Methodology – review key data from the garden products industry, add interpretation and trends to the data, overlay this with the wider consumer trends evident at the time, also other factors such as the weather and the general economic situation, then develop some views on how things might be developing and changing across the industry as a whole.
Outcome – provision of a quarterly report to enhance other outputs available from the relevant trade association.
- **Objectives** – to develop a better understanding of the UK market for Underlay, focusing on developing a clear view of the size, product mix, influencing factors and key drivers for the sales of underlay within the UK.
Methodology - undertake desk research and interviews throughout the industry with floorcoverings distributors, installers/fitters, buying groups, facilities managers to determine the usage of underlay, frequency of usage, conversion rates in residential and non-residential applications, growth prospects, the reasons the product is used and what the key market trends are, what the barriers to further growth are and whether there is scope for significant change in the market. Also the size and scale of the market are to be assessed and the key players identified with their routes to market profiled.
Outcome – The report was used to inform the marketing and sales approach to be taken by the client over the next 3-5 years.

