



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

# MARKET RESEARCH PUBLICATIONS & BESPOKE SERVICES



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

## AMA Research Ltd

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## AMA RESEARCH LTD CAPABILITIES

### Summary of Background and Skills.

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

- **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.
- 2 Directors, team of 15 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:**

- **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.

## Personal Backgrounds

Outlined below are brief profiles of the two directors of AMA Research.



### Keith Taylor B Eng (Hons) - Director

Keith Taylor is one of the founding directors of AMA Research. Keith has worked in several building and home improvement product companies including Kohler Mira Showers (previously Caradon Mira), Philips Electronics, Granada TV Rental. Keith also has a technical background with a degree in engineering and has research experience in a number of construction, environmental/recycling and industrial markets. In particular, Keith has substantial experience working in the Building Services, Mechanical & Electrical and environmental / recycling industries having been involved in numerous research projects over the last 25 years, with organisations such as Travis Perkins, Kohler Mira, Polypipe, Rexel, BRE & Bosch.



### Andrew Hartley BA Hons - Director

Andrew has senior marketing management experience in the glazing industry with Sapa (previously Monarch Aluminium, a subsidiary of Electrolux). Andrew has carried out a wide range of projects in the building products market including glazing, offsite manufacturing, plasterboard, insulation, rooflights, landscaping etc. In addition, Andrew has been involved in a wide range of construction sector reviews, including Student Accommodation, Care Homes, MoD, Healthcare etc, with leading contractors and with companies such as Willmott Dixon/Inspace, Saint Gobain, Kier, Screwfix.

## AMA'S Business Philosophy

We 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. In order to achieve this 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.

## Clients

Below are some clients of AMA Research:

<b>Some Clients in the FM, Contractors and End Use Sectors:</b>		
<b>Vinci</b>	<b>Carillion</b>	<b>Core Utility</b>
<b>Wilmott Dixon</b>	<b>John Sisk</b>	<b>Travis Perkins</b>
<b>Kier</b>	<b>Jewson</b>	<b>Grafton Group</b>
<b>Waites</b>	<b>Foster Wheeler</b>	<b>Balfour Beatty</b>
<b>Bouygues</b>	<b>City West Homes</b>	<b>WRAP / BRE</b>

Many of our clients commission 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 – FM, Contractors and End Use Sectors**

**Mini Case Studies – AMA Research Ltd**

**Objectives** – To review the MOD sector for construction prospects, capital expenditure, Government programmes and likely forthcoming opportunities in terms of construction and fit-out.

**Methodology** - undertake desk research and interviews in relevant sectors to establish the nature of current construction and fit out programmes throughout the MOD, establish the forthcoming budgets, future prospects, the progress of the major ongoing programmes of work and the likely future pipeline of activity in this market sector.

**Outcome** – The report was used to enable the client to plan their targeted marketing and sales activity and make the most efficient use of their marketing resources.

**Objectives** – understand the level of full service facilities management sub-contracting in local authorities across London and the South East.

**Methodology** – undertake desk and telephone research to assess the scale of the facilities management sub-contracting market in the south east. Use the interviews to determine what proportion of local authorities are sub-contracting all of their services, part of their services, or just individual services. Identify the reasons why and highlight opportunities for the client.

**Outcome** – The research was used as the basis for developing a sales and marketing approach to establish a much stronger position in the local authorities market in the south east.

**Objectives** – Compile a report on the facilities management and maintenance opportunities that exist within the Local Authority and Local Government marketplace.

**Methodology** – Gather information on the Local Authority, other local Government organisations, etc, through directories, listings, web sites, trade sources etc. Review any further existing research data on the authority. Collate relevant details and review for key characteristics, ranges and features. Interviews with Local Authorities, local Government Departments etc. using mixed formal interviews / informal discussions, to gather information on FM services, scope / scale of contracts, termination dates, attitudes to FM etc.

**Outcome** – Report and listing identifying organisations with the greatest propensity to consider integrated FM contracts, also outlines of contract types, tenders, frameworks etc by different authority. Client used this as a basis for developing their penetration plans to provide FM services into this sector.

**Objectives** – Provide a quantitative assessment market for the European market for bathroom PODs.

**Methodology** – Combined desk research and interviews with a range of respondents within the bathroom POD manufacturing supply chain to establish the scale of the bathroom POD market by material type in each major European country. Interviews were conducted with manufacturers, contractors, component suppliers etc to establish estimates of the scale of product provision and to understand the key end use sectors in each country.

**Outcome** – The research identified the significance of the different European markets, growth trends, the key opportunities for change over the next few years and the major end use applications where opportunities were likely to arise.

## Other Projects Undertaken – FM, Contractors and End Use Sectors:

- **Objectives** – To assess the interior fit out market in the Birmingham and in the Greater Manchester areas for the key sectors of Commercial Offices, Healthcare (Public and Private), Higher Education, Hotels, Non-Food Retail and Leisure – Museums/Galleries.  
**Methodology** - undertake desk research and interviews and use all available project lead sources to establish the range and type of projects underway in each of the geographical areas, also to establish the size and scale of the interior fit-out market in each of these regions, incorporating market size, trends, key types of projects, key opportunities, competitors, key barriers, major opportunities etc.  
**Outcome** – The report was used to build a targeted programme of sales and marketing in the relevant geographical areas, with specified sectors and sub-sectors and key market share objectives.
- **Objectives** - Develop a detailed understanding of the construction and building industry at the end-use level, and identify those segments where greater opportunities were likely to arise in the time period of 5 years. As part of a second stage, to subsequently identify the most attractive sectors and research these further to establish key opportunities, buying and specification processes etc.  
**Methodology** - The project involved comprehensive initial desk research of the construction industry and formulation of recommendations on those sectors most likely to be attractive in the planning period under analysis. The second stage involved more detailed telephone and personal interviews within the target sectors to understand the opportunities within those sectors and to establish views on the buying and specification processes within each sector.  
**Outcome** - The output of the research was used as part of a review of the future direction of the company's marketing and communication strategy.
- **Objectives** - develop a better understanding of the 'Infrastructure' sector in terms of demand for 'construction' equipment hire, including transport, power, utilities etc.  
**Methodology** – Combined desk research and interviews to establish scale and structure for the equipment hire markets in this sector, key market trends, contractor viewpoints, key products hired, opportunities and threats in the sector, future prospects for the infrastructure sector, challenges facing further development in the sector etc.  
**Outcome** – The research enabled the supplier to better target their marketing and sales resource to those sectors and those companies best positioned to take advantage of the opportunities in the infrastructure sector.
- **Objectives** - develop a detailed profile of waste materials generated in the plastic pipe industry, at the manufacturer level, distributor and contractor levels.  
**Methodology** – Combined desk research and interviews with manufacturers, distributors, merchants and contractors to establish where the waste is being generated, how much waste is being generated, what is happening to the waste and what sorts of procedures are in place to monitor and improve the levels of waste being generated. Data was gathered through in depth face-to-face interviews with a number of contractors, as well as any other sources such as site waste plans, 'smartwaste', etc.  
**Outcome** – The research enabled the industry to arrive at guidelines and significant quick win guidelines which meant that there was no Government intervention at that time, or since.



- **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.
- **Objectives** – on behalf of a UK council, develop a detailed review of the opinions and perceptions of their services, held by stakeholders in the education sector.  
**Methodology** – generate a list of stakeholders across the education sector, including suppliers, staff, schools, colleges etc. Develop a questionnaire to gather views, opinions and perceptions on the knowledge of, and provision of, services into schools and other educational establishments in the relevant area. Compare the services provided by the council against those provided through external sources, review the effectiveness of promotional and communications material.  
**Outcome** – The research was used as the basis for developing a marketing communications programme, which we developed in conjunction with a local agency and presented to the Council at the completion of the project.
- **Objectives** – review the market for single utility and multi-utility providers across England and Scotland, assessing contractor attitudes and barriers to resistance to change.  
**Methodology** – undertake desk research to assess the scale of the market and follow this up with interviews with key suppliers to develop a more accurate view of the industry size, structure and trends. Undertake interviews with connections contractors to assess their views and opinions on multi-utility provision, also their views on their current supplier, strengths, weaknesses, opportunities, threats and determine how the client might develop a stronger strategic position.  
**Outcome** – The research was used as the basis for developing a marketing and communications programme to establish a much stronger position in the market and eliminate some of the negatives associated with the client’s service and support.

