

Established in Cheltenham in 1989, AMA Research are the UK's leading business to business provider of Market Research and Consultancy services covering the Building, Construction, Environmental and Sustainable Products sectors.

Our aim is to provide key, relevant and current information across a range of market sectors to support and inform your strategic business development and marketing decisions.

## PUBLISHED RESEARCH REPORTS

AMA publish in excess of 150 Market Reports, which are revised either annually or bi-annually.

**Reports are compiled or revised using the following sources:**

**Interviews** with suppliers & distributors.

**Information** from websites / company reports.

**Relevant** commentary from trade journals etc.

**A wide range** of Government Statistics.

**Companies** House and credit checking agencies.

**AMA's background** experience and knowledge.

**A typical report will include the following information:**

**Market** overview with historic data, current position and 5-year forecasts.

**Review** of products or services.

**Review** of key suppliers including market position, mergers and acquisitions.

**Review** of distribution channels as appropriate.

**Sectors and Issues covered include:**

Construction, Building Products and Materials  
Building Products Distribution and Hire,  
Building Services and Construction Finance,  
Environmental Issues in the Construction sector,  
Heating and Electrical Sectors, Bathrooms, Décor,  
Furniture, Gardens, Sustainable Products.

## COMMISSIONED RESEARCH AND CONSULTANCY

**AMA Research offer a wide range of market research and consultancy services.**

**We are focused on the building & construction, B2B, industrial and environmental industry sectors.**

We have substantial experience in undertaking a wide variety of research projects for national and multi-national companies.

**We have research experience across a range of specific markets, including:**

Sustainability, including renewable energy, recycled content, water usage, energy conservation.

Facilities Management.

RMI reviews in non-residential construction sectors.

Prefabricated components. Insulation, Cladding and Roofing. Plumbing and bathroom products.

Electrical and heating products.

Floor coverings.

Garden and landscaping products/materials.

Building products distribution market.

**Past research projects have taken a variety of different forms and have included:**

Benchmarking exercises.

Attitudinal Research.

Buying and specification process analysis.

Situation assessment.

Market analysis and due diligence.

**AMA have substantial research experience in a wide range of industry trends and influences including:**

Impact of off-site manufacturing.

Role of FM

Trends within end-use segments e.g. health, MOD.

## BESPOKE SERVICES

The following are examples of the type of research that could be undertaken on your behalf.

**Analysis of market size, structure and trends** within specific product sectors or market segments.

**Review of key products** including features, advantages and benefits.

**Research and planning** in support of the successful launch of new products or ranges.

**Competition review** – products, ranges, market positioning, profitability, strengths, weaknesses.

**Research into distribution opportunities and threats** in new and existing markets.

**Organisational due diligence studies** including competitive positioning, critical success factors, SWOT analysis.

**Assessment of buying and specification processes** including key influencers and their major selection criteria.

**Situation assessments** – internal company factors and external issues

**Acquisition and diversification searches.**

**Product feasibility studies**

**Benchmarking** for sales, marketing and customer support functions.

**Attitudinal Research** – assessing the awareness and perception of a company or product amongst the customer base.

## Approach and Methodology

Our research and consultancy services are designed to ensure that your objectives remain firmly in focus.

We concentrate on producing practical and workable solutions and recommendations, appropriate to your needs and in line with your project's objectives.

The scope of the project and key issues are initially discussed. We would then present a full written proposal detailing the objectives, nature, and scale of the project and the methodology for completion.

Your project will be managed by one of AMA's two directors, who will be involved in all stages of the process including planning, interviewing, analysis, report presentation and client liaison.

This results in a clear understanding of the issues, gives continuity of approach, and ensures that a strategic overview of the project is maintained.

We have extensive experience in market research and in employing external market information to fulfil client requirements.

Our aim is to provide relevant recommendations and solutions which can be implemented in a practical and straightforward manner.

**To discuss what AMA Research can do for your business contact [Keith Taylor](#) or [Andrew Hartley](#) on 01242 235724, or email [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk)**

## Experience and Resources

AMA Research has over 25 years' experience offering market research services to blue chip organisations and smaller regional companies both in the UK and overseas.

Both Directors - **Keith Taylor** and **Andrew Hartley** - have wide experience in marketing and market research, having previously worked in senior marketing roles for major companies including **Philips Electronics, Electrolux, Kohler Mira, Granada** and **SKF**.

AMA Research have a team of in-house researchers with recognised marketing qualifications and extensive Marketing and Market Research experience across a wide range of disciplines.

At AMA we have extensive experience of commissioning and using market research, and have undertaken numerous research projects. We are adept at understanding a company's needs and tailoring the research to meet these needs in a practical way.

At our offices in Cheltenham we have access to a wide range of market information and resources that are constantly maintained and updated to ensure that we provide our customers with the most relevant and up-to-date information available for their sector or industry.

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Market Reports  
Commissioned Market Research  
Consultancy



Building – Construction – Environment  
Sustainability

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