

## **New Markets, New Products Network**

### **What is it?**

The [Interiors & Lifestyle Futures \(ILF\)](#) project has been helping to establish a sustainable community of creative, design-rich, market-led and technically competent companies across the West Midlands. Many of the companies engaged so far feature products that relate directly to high value life styles products, an area of the economy that continues to flourish. The project has also supported companies designing and manufacturing high quality products used in domestic, commercial and hotel environments.

### **Can it help me?**

As part of this exciting project, CIF Management Consultants Ltd, working in conjunction with the North Staffordshire Manufacturing Group is running the “New Markets New Products” Network targeted at the manufacturers of life style products in and around the North Staffordshire area as part of the wider West Midlands region.

The network will provide fully funded access to highly skilled Specialists who work with you to make practical improvements to your business. The project aims to help you achieve increased sales through a focussed review of markets, products and business processes.

The network will engage with a number of companies, encouraging personnel from each business to meet, share experiences and discuss mutual business collaborations.

The allocation of network places is strictly limited to a maximum of five companies.

### **Potential Benefits**

- Identify new market opportunities
- Identify new product opportunities
- Reduce new product introduction lead times to market
- Costing and pricing strategies for market growth
- Supply chain development to support market demand
- Increased customer satisfaction & repeat business through improved quality
- Collaborative business opportunities

## How does it work?



Company visits during **February**



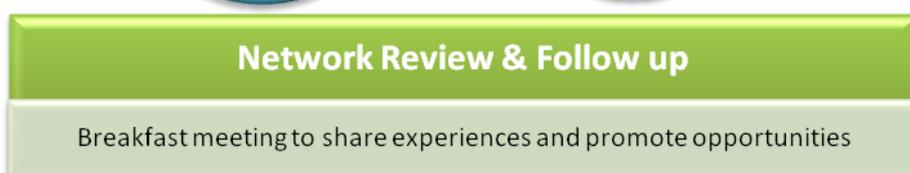
Company visits during **March/April**



**BIC Lymedale  
Newcastle under Lyme  
22<sup>nd</sup> March**



Company consultancy during **April/May**



**BIC Lymedale  
Newcastle under Lyme  
May**

## **Business Engagement**

We are seeking to engage manufacturers of premium life style products targeting the discerning consumer, through brand awareness and outstanding product quality.

Any company wishing to take part in this network must be prepared to commit time to their business improvement during the **One to One** sessions, over the time table defined on the network diagram opposite.

## **Discovery**

The Discovery process is a facilitated strategic review of the business. It will provide you with the space to step back from the cut and thrust of the daily activities to review business processes, performance and to identify opportunities for business improvement.

## **Network Launch**

We bring all of the participating companies together for a shared day, featuring speakers who will cover the subjects of *'Marketing for Success'* and *'The Importance of a New Product Design Process'*. Companies will have the opportunity to network, promoting their business, and to share their specific expectations of their **'One to One'** business support.

## **'One to One'**

Business improvement outputs established from the **Discovery** day will be developed into practical support within each business. Each company will have the opportunity to use two days of specialist support to deliver an improvement in their business. This practical support will be channelled through two themes –

- Market Plan Assessment, Recommendation and Follow up
- New Product or Process Development & Improvement

Where companies have identified shared needs, they can choose to work together.

## **Network Review - Breakfast Meeting**

An opportunity to share experiences, consider future opportunities and to evaluate the benefit of the network.



## Would our Company Qualify?

If you would welcome having your company strategy, direction and your manufacturing approach challenged by an energetic team of professional advisors, and are willing to invest your time to make improvement – then this network is for you.

The successful network participants will be:

- British-based product manufacturing companies with the majority of their Manufacturing taking place in the West Midlands
- SME only, <250 employees and T/O <£35m.
- Not be more than 25% owned by a larger than SME company, or group
- Able to demonstrate that sufficient company personnel are available to take advantage of the Network opportunities.

If you would like to register your interest in this network or would like additional information about this project, please complete the attached form and email it to [colin@ciflean.co.uk](mailto:colin@ciflean.co.uk).

For more information, please call

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