

Case Study for Transport and Logistics Company in London

Company profile

Benjamin Oswald UK Holdings Ltd, with over two decades experience under their belt, is a leading operator in the road haulage industry with sales revenue of £0.5 million.

Business situation

Swift change within the business world has the potential of closing many small businesses in one swoop. For some local enterprises their moment of truth is whether they have the character and ability to overcome the threat of shutting down.

The founders of the company for some time had enjoyed secure working relationship with the local council as clients. However this key stakeholder was lost due to the new procurement procedures that were put in place. Since the transition, tenders have become much more challenging to successfully secure.

As a response Benjamin Oswald had to muster up alternative strategies, involving repositioning the business and focusing on a new target client.

Revamping an endangered business can be a daunting task, particularly when an adequate marketing strategy is not in place. Benjamin Oswald was in this position, they had repositioned their company but their new target clientele did not know they existed.

It became clear that Benjamin Oswald were not able to overcome this hurdle alone, they required support to improve their ability to communicate with their new clientele. If such support was not provided their 20-year legacy was in danger to becoming to an abrupt end.

The company directors decided to act and got in touch with Timewise Consulting, based upon their wealth of knowledge in the area of marketing.

Solution

The two organisations worked together to establish a four staged project outline that focused on executing the marketing strategy required.

Initially the project included an audit of the marketing methods utilised by Benjamin Oswald to date. The project then involved researching a market climate and competitors of Benjamin Oswald. At this stage Timewise Consulting developed a marketing strategy that had the potential to raise the profile of Benjamin Oswald within their new market.

Following the completion of the project, Timewise Consulting provided Benjamin Oswald with follow up consultancy ensuring service satisfaction and that they were confident to implement the strategy devised.

Benefits

To date Benjamin Oswald has begun executing the marketing plan created with Timewise Consulting. The business has learned a significant amount from the process including a better appreciation of marketing and the ability to develop further marketing strategies when the business faces new challenges in the future.

The company is still in existence and longer has the threat of closure. Benjamin Oswald continues to grow and has increased market share in their new market.