
Project Type:

Channel Partner Research
Market Sizing
Distribution Strategies

Research Type:

Quantitative

Sector:

Printing
Business Services

Region:

EMEA

Client:

Alexander Braun
Research Manager
Hewlett Packard

Business Challenge

Hewlett Packard was seeking to define the market potential in the EMEA copy shop channel. It is a particularly complex and fragmented market where different opinions abound and there is little general agreement. So the company tasked Business Advantage to create a clear picture of the market where none had previously existed.



Methodology

The first challenge was to define the total market size.

“Existing information was inconsistent and misleading”, explains Alexander Braun, Research Manager with Hewlett Packard.

The total market size was achieved through exhaustive desk research. Having come to a final agreement on this, sample interviews were



carried out to clarify categories and market size, followed by quantitative interviews with printing/copying outlets across five EMEA countries. This was handled centrally from the Business Advantage office with native speakers of five different languages. This gave central control plus the advantages of cultural understanding that native speakers bring. The detailed results included cluster analysis.

Why Choose Business Advantage

“It’s difficult to convince small shop owners to be available for interview” comments Alexander Braun, *“it takes a lot of interviewer skill. You often have to call back and it can be nerve-racking and time consuming. However, we knew from the past that Business Advantage was completely at home in this type of market research. Its interviewers have that flexibility and ability to create an immediate rapport with interviewees. The result is that, despite the difficulty of the research, Business Advantage have always met the sample size requirements.”*



HP is a technology solutions provider to consumers, businesses and institutions globally.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Why Choose Business Advantage (continued...)

Just as crucial for Hewlett Packard was Business Advantage's compelling track record:

"They are extremely knowledgeable and their experience comes from the numerous studies they have completed in this area." He adds that "it's also helpful for our internal clients at Hewlett Packard to deal with people like Sue Hannay and David Eaton, because the breadth of their consultative skills ensures that projects that can be wide-ranging in scope are always effectively focused."



Hewlett Packard also preferred the company's ability to handle the calls from a central location, feeling that complicated projects require handling from one call centre in order to avoid potential information losses and misunderstandings.

Another strong motivator for Alexander Braun was the fact that clients maintain contact with the lead project manager throughout the duration of the project.

"You're not handed over to a junior. From the beginning to the end of a project you are dealing with the very same competent people. And whatever the challenges are, they are met with the greatest professionalism and a smile on the face."

For further information on this case study please contact:

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What Impact did the result have on your business?

"For the first time ever we have a clear picture on what the copy shop channel looks like" says Alexander Braun. "And, as a project it also brought many new dimensions into our research work."

Final comment from Alexander Braun

"Business Advantage also has the knowledge and capability to bring extra structure and focus to projects where internal departments may benefit from its objective, experienced eye."