

Project:
Market Analysis

Research Type:
Hybrid

Sector:
Testing Services

Region:
Worldwide and EMEA

Client:
Elaine Munro
Marketing Director,
Testing Services
BSI.



BSI Testing Services is the leading organization for providing standard-based solutions in more than 120 countries.

The Business Challenge

Since its foundation in 1901 as the Engineering Standards Committee, BSI Group has grown into a leading global independent business services organization providing standard-based solutions in more than 120 countries.

BSI has the capability to test a huge variety of industrial and consumer products such as construction, fire safety, electrical, electronic and engineering products and medical devices and can identify technical requirements, product testing and certification schemes for most countries in the world.

BSI Testing Services operate in an ever more competitive landscape, battling with aggressive entrants from all over the world, and wanted to conduct market analysis and research to better understand the market dynamics and how BSI can grow in the areas of Fire and Personal Protective Equipment (PPE).



Methodology

Business Advantage, an international B2B market research and analysis company, was selected as BSI's research partner on the project and adopted a hybrid methodology. A combination of approaches was deployed including secondary/desk research and primary interviewing. A wide range of competitive products and services were compared during telephone calls to vendors or



channel partners to enquire about product features, functionality and pricing etc. The systems of awarding both Quality Marks and CE Marks was examined and compared. CE stands for *Conformité Européenne*, "European conformity" and certifies

that a product has met EU consumer safety, health or environmental requirements.

Initial market analysis was worldwide identifying the leading countries where manufacturers export into European markets; this was followed by a more detailed analysis of three major exporting countries, Italy, China and the UK. Primary research interviews were conducted with various individuals and organisations including industry experts, competitive companies and manufacturers.





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?

Elaine Munro, BSI's Director of Marketing, said the reason they selected Business Advantage was because *"they clearly had a track record for delivering complex*



international research studies, were quick to understand our requirements and offered very competitive pricing."

Elaine added, *"because we don't invest in this type of research very often, we needed someone with considerable depth and scope of research experience that could deliver the vital insight we*



needed – we felt Business Advantage was the right fit and they certainly delivered to our expectations. I was particularly impressed with the way they assimilated a lot of information at the front-end of the project and quickly came up to speed on the details of our complicated business services within the context of the markets we operate in."

What impact did the result have on BSI's business?

Elaine comments, *"...we were very pleased with the results, because they have given us a really clear indication what we need to do as a business. We now better understand what people are looking for in an international testing body and we have shaped and adjusted our service offering to take advantage of this excellent insight."* Elaine further added, *"...we were very satisfied with both the working relationship with Business Advantage and the overall outcomes of the project. We are very likely to use Business Advantage again – they did a great job!"*

For further information on this case study please contact:

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