



The  
**Thomas Consultancy**

**Profile: 2012**



[www.thomasconsult.co.uk](http://www.thomasconsult.co.uk)



## Background

After spending a number of years working as a Marketing Executive in the industry for both developers (Laing Properties and Arlington Securities) and consultants (Bucknall Austin and E C Harris), Nick Thomas formed the consultancy firm in 2002 to provide focused sales and marketing support to property and construction clients.

## Mission

Our mission is to provide an excellent service which enables our clients to improve their competitive advantage and thereby their business performance. We do this by working closely with our clients to provide the best information and advice to ensure our clients make winning business decisions.

You can be confident that we will work closely with you so that you are able to concentrate on developing your business. Our focus is ALWAYS aimed at delivering our client's objectives, which are unique in every case, as is the service that we provide. That is why we do NOT provide off-the-shelf reports.

## Clients

We work with a broad range of firms across the industry. Embracing regional, national and multinational players, they include the following:

### Contractors:

Amec, Baggaley, Bullock, Carey, Clugston, Cruden, Kier, McNicholas, Morrison, Mowlem, Ocon, ROK

### Architects:

Bournville Architects, BBLB, Heritage Matters

### Engineers:

Couch Perry Wilkes, Interlock, Joynes Pike

### Consultants:

Bucknall Austin, Rider Levett Bucknall

### FM:

MacLellan (now Interserve)

### Developers:

TLC Group

## Core Services

Our primary area of expertise is providing you with essential business development support. We particularly focus on delivering tailored market intelligence to enable you to make the best strategic decisions, thereby optimising your revenue.

We have covered a wide range of UK sectors as well as many overseas markets – on both desk-based and field-based assignments for our clients. All of our work is focused on your business performance, ensuring that your sales and marketing activities are as effective as possible to drive the organisation forward.

While we undertake a wide variety of bespoke assignments for our clients, there are three core services in which we tend to specialise:

### 1. **Delivering Construction Market Intelligence – UK and Global**

Over the years, we have added value to a wide range of clients by working alongside their management team. By providing detailed



information on key sectors, regions or countries, we have enabled them to make the best business decisions based on highly focused intelligence.

Often a client is considering entering a new market and wishes to know whether this is

appropriate for their specific business. We will assess the market in terms of size, structure, trends, key players and competitors, relating it to our client's own business before making recommendations.

Recent UK examples include sectors such as care homes, waste and renewable energy while we have covered such regions such as Cambridge and the South West.

Internationally, we have undertaken a number of international desk-based and field-based research projects into such regions as the Middle East, India, North Africa, South Africa and South America (particularly Brazil) as well as across Europe. In addition to providing an overview of the local construction markets, we have also identified potential clients and/or partners for our clients, depending on their requirements, as well as guidelines on setting up a local office and working in that country.

### 2. **Providing Qualified Leads to enhance Business Development**

For a number of clients, especially contractors, we provide further value by qualifying potential leads on their behalf, usually following a market intelligence assignment. Examples include private schools and universities, where we have contacted potential clients on their behalf and established whether there is an opportunity for our clients. This has unearthed a number of potential projects which would not otherwise have been known to our clients.

### 3. **Incorporating Key Account Management**

We have helped a number of clients – both contractors and consultants - to identify who their key clients are now and should be over the next 3 years or so, together forming the backbone of their sales, before developing detailed Account Plans; these are effectively Business Plans, with financial targets and action plans. Account Plans have been produced on such targets as developers, utility firms, government departments and retailers. We have also provided interactive workshops to enable Key Account Managers to produce and implement these Plans.

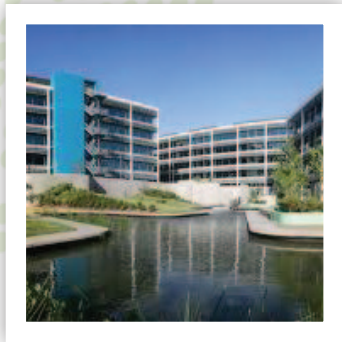


## Typical Projects



### 1. **Assessing UK sector prospects**

A contractor client was interested in the opportunities in the London waste market for their new facility. We undertook a study in 2011 to assess the current market (both public and private sector), including the long-term contracts in place, and advised them on the options facing them, complete with relevant contacts.



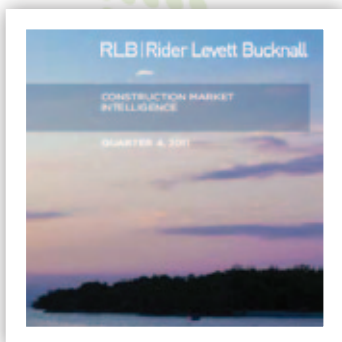
### 2. **Enhancing a Regional Presence**

One of our clients felt that a regional office needed business development support, notably in understanding the local market and identifying the key players to contact. We delivered a report on the local commercial office market during 2011, complete with details of all current and future projects with appropriate contacts, as well as a list of the leading architects in the region, complete with contact details of the senior person there.



### 3. **Establishing a European network**

Since 2008, we have been working with the senior management team of one of our clients and identified a number of compatible businesses in over 20 European countries who had local specialist knowledge and a comparable skill set to our client. Launched in late 2008, this network has provided a low-cost vehicle to provide pan-European consultancy services to global clients using local experts.



### 4. **Producing Market Intelligence Reports for Publication**

For several years, we have worked for RLB in producing both Caribbean and European annual Market Intelligence reports. We have been responsible for providing the overall market and individual country's market commentary, supported by the local office or partner (where they exist).



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## Benefits

**We provide our clients with the following benefits:**

- Objective problem-solving
- Construction industry knowledge and contacts – over 20 years' experience of the industry as executives and consultants
- Professional Marketing expertise – Principal Nick Thomas is a Fellow of the Chartered Institute of Marketing and has been involved in B2B marketing for more than 30 years
- Creativity – able to handle a range of challenging assignments
- Ability to provide outsourced resources
- Cost effective – a small, specialist firm with low overheads and great flexibility
- A range of marketing contacts – ability to recommend and work with other marketing professionals, including specialist graphic designers and PR consultants

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