

2KT Client Case Study

Date:	May 2010
Company:	AG Office Supplies Ltd
Address:	Grangemouth Stirlingshire
Sector:	Office Supplies
Contact Name:	Richard Girvan
Position:	Director
No of Employee's:	6
2KT Business Development Executives:	Russell Parker, Oatridge College Liam Conway, Stevenson College

The Business

AG Office Supplies Ltd was founded in 2001 by Directors Ann and Richard Girvan.

An independent UK supplier of office products based in the heart of Central Scotland near Falkirk midway between Glasgow and Edinburgh, AG Office Supplies serve the Forth Valley Area from Stirling, Cumbernauld to Linlithgow as well as the rest of the UK including the Highlands and Islands.

Members of the Office Friendly Dealer Association, OFDA one of the UK's biggest dealer groups enabling massive buying power and hence competitive prices with backup from their main supplier VOW, the UK's biggest wholesaler they offer a UK wide, 24 Hour delivery service including FREE local delivery. AG Office supplies also offer a CAD based office layout service with supporting quotes.

As an independent UK company AG claim a number of advantages over large national and international companies:

- Flexibility to customer needs
- The ability to do more to resolve customer problems
- Long term experienced staff to look after customers
- A range of over 22,000 products covering all your office needs
- A dedicated, professional and personal service.

The Company's stated aim is to build long term relationships with its customers through competitive pricing, provision of quality products and excellent customer service.

2KT+ Engagement

In December 2009 Oatridge College, 2KT+ Business Development Executive, Russell Parker joined the Board of Young Enterprise Forth Valley. On introducing himself to the Board Russell outlined the support available to Scottish based SMEs through the 2KT+ programme and the FE and HE partners involved.

Fellow Board member and Director of AG Office Supplies Richard Girvan saw an opportunity to work with the 2KT+partners on a review of his company's marketing strategy and initiated a meeting with Russell Parker to discuss how this could be achieved.

Following an in-depth review of the company and its requirements Russell concluded that Oatridge College did not have the market knowledge and expertise required to successfully complete the marketing strategy review required by AG Office Supplies. However, other FE and HE partners within the 2KT+ programme did have the knowledge and expertise to complete this project and the 2KT+ referral system was initiated to identify the most suitable partner.

Expressions of interest and proposals for completing the marketing strategy review were received from three of the partners in the 2KT+ programme. The three proposals were reviewed and AG Office Supplies and it was decided to proceed with the Stevenson College proposal.

Russell Parker arranged a meeting with Stevenson's 2KT+ Business Development Executive, Liam Conway and Ann and Richard Girvan of AG Office Supplies to make introductions and discuss how the review might proceed.

In January 2010 Stevenson College successfully applied for and were awarded a Scottish Funding Council Innovation Voucher for the AG Office Supplies Marketing Strategy review.

The Project

The review started from the premise that although the business had developed a very good website and had opted into marketing support from their buying group, the Directors felt that further guidance was required to put together a marketing plan, which would focus on improving their processes for generating new business and adopting more online promotional activity.

The actual project itself involved researching AG Office Supplies' market and putting together a SWOT analysis for the business, with a conversion strategy to overcome the threats and improve on their weaknesses.

Products and pricing were reviewed with recommendations on which products to promote with a clear definition of the target audience. Processes and tools for business development were identified and suggestions made on how to sell more to existing customers.

The report recommended a new branding for the business, outlined a schedule for online marketing campaigns and how they could generate PR. Targets were

recommended together with suggestions on how they could improve the productivity of their website.

Implementation

AG Office supplies are currently in the process of implementing the recommendations made as a result of the review. The rebranding process and web site modifications which were recommended have been completed other recommendations are being implemented.

Assessment

Liam Conway has arranged to revisit AG Office Supplies on June 16th 2010 for a final assessment how the project has gone and the impact it is having on the business.