

Case Study Property software company Business Strategy

Situation

Our client is well known for its property management system and its strong position in supplying software to property managing agents. It also has a strong client base amongst property investors but was less well known in this sector of the market.

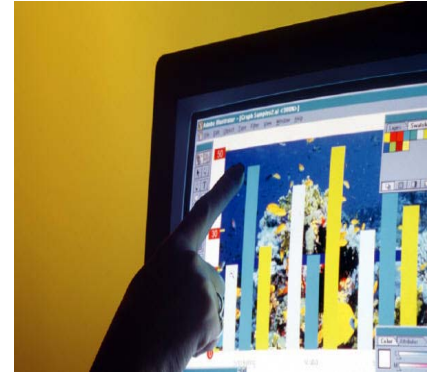
Following a number of tender situations where our client had lost to other suppliers, the Directors wanted to strengthen their image amongst property investors without compromising their position in the managing agents' market.

Solution

Remit Consulting proposed a one-day workshop with the Directors to establish:

- What were the options for the company,
- What customers in this market sector require
- What the competition is providing
- What next steps the company should take
- In what timescale did changes need to be completed.

Remit Consulting provided an introduction to the workshop and outlined recent market research and trends in the market.



The Directors discussed the company's current strengths in light of the external information and identified general weaknesses which would have to be addressed whatever the solution.

Following a brainstorming session, two possible approaches appeared feasible and the group split into two parts to refine each approach.

After the two groups presented their ideas to the workshop, agreement was quickly reached on the best ideas in each presentation and a timescale set to implement the ideas.

The result was agreement amongst the Directors that a new separate product should be developed and launched at the Property Computer Show, 6 months later.

Benefits

This project showed the benefits of a workshop in quickly bringing together disparate ideas and reaching agreement on the way forward:

- Remit were able to distil and present relevant market trends to inform the discussion.
- The Directors all felt that they had the opportunity to put their own case for change.
- The workshop took only a day but agreement on the next steps was reached and the solution was capable of being implemented.
- After much hard work by our client, the new product was launched at the Property Computer Show and now accounts for two out of every three new enquiries.



Remit Consulting is a new kind of management consultancy for the property industry

We keep close to what's going on in the market through our network of friends and associates in the property business.

As a result, we know the property market nationally and internationally, and have an in-depth understanding of how it works.

From dotting the 'i's and crossing the 't's on a lease agreement to establishing a global acquisitions strategy.

If you ask us a question, we'll probably know the answer.

Our market understanding can give you a fresh perspective on where you're going, where you should be going and where clients would like you to go.

Contact us

To find out more please call us on the numbers below or visit our website.

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