

Enquiry Case Study

Colin Hay

Published Date: 10th September 2010

By [Brian Connolly](#)



The company

Colin is setting up a company involved in the development of mobile phone applications or based around the safety of “lone workers”.

What they needed

Colin was looking for relevant market research relating to these fields, with details of market size, relevant developments and a greater understanding of potential growth within these sectors.

How we helped

Given the nature of the markets he was targeting, initially I aimed to provide some wider market information with regards the mobile phone industry, and the demand for mobile phone applications. This included detail on Mobile Commerce, and the most popular sectors for app downloads. When looking at lone workers it was important to provide details of current industry expectations and the varying types of “lone worker”.

Using a combination of Mintel and Datamonitor reports, I was able to identify some of the key trends surrounding the mobile application market and highlight these by using supplementary web evidence.

In relation to finding detail on “lone workers”, I felt it was important to pick out some case studies of where this type of situation is most evident, and add to the background by pinpointing the current support structures in place.

How they've benefited

Due to the detail offered, the client was able to compile their business plan with far more information than they had originally planned and additionally quicker than they had first hoped meaning they were able to move forward faster with their company.

“It would have taken me a great deal of time to collate what you have supplied. Your efforts will enhance the development of my plans”

How we can help you

Do you have a client who needs information for their business plan? Perhaps you have clients who need to know more about potential markets, are looking for new suppliers, or need to find new premises? The Business Gateway Information Service provides free, impartial, tailored research to small businesses across Scotland.

To make use of our service, please create a case on CRM, against your client's record, and assign it to **BG Enquiry Service** provider group. If you'd like to discuss an enquiry in detail, please call **0845 609 6611** and ask to speak with a BIO. We look forward to hearing from you!