

Enquiry Case Study

Invent Factory Ltd



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The company

Invent Factory Ltd was developing a new platform on which to place laptops and notebook computers so they could be viewed easily.

What they needed

Denis was looking for information on the number of laptops in circulation throughout the UK. This search was then expanded to cover the US and European markets.

How we helped

Initially some of the standard market research databases were consulted to see if these figures could be easily located. Although there was some figures for total computer sales this did not indicate total ownership or detail laptop only figures.

The client had already provided a number of leads to follow with some articles they had found online. Using these leads also drew a blank as most of the information referred to Global Sales and referenced a report we could not access.

Finally Mintel were contacted directly so as to ascertain whether their current quoted figures could be split into laptop only ownership. Thankfully they were able to provide this detail and forecast figures for the next 3 years. In addition the US figures were sourced online, with a request placed with Enterprise Europe for detail there.

How they've benefited

Given the need for this figure before moving forward with his business, it proved vital in understanding the UK market size and whether it would be viable moving forward. In addition the US and European market information allows Denis to plan ahead if he wishes to explore International Markets.

"The work you have put into this has really helped me move forward".

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!