



Frequently asked questions

What is FMC?

FMC is a professional services firm that specialises in accessing hard-to-reach intelligence information for businesses operating in business2business markets. We didn't just want to be another 'me too consultancy', so when we were founded 20 years ago we decided to take a fresh approach to service delivery, and we pride ourselves on our values of openness, simplicity, value and quality of service.

What do you actually do?

FMC finds the information our clients need so they can make effective strategic decisions. We don't tell our clients how to run their businesses but provide insight that helps take the business forward.

Which sectors do you work in?

FMC has always been non-sector specific, our specialism is high-quality commercial research. Although we remain committed to not focusing on any particular sector we have a particularly strong track record in technical and business2business markets.

Surely we know our sector better than you?

We would hope so too! We have a good appreciation of a range of sectors, but always work in genuine partnership with our clients. Accessing your inherent knowledge, FMC then gets on with its specialism: accessing valuable hard-to-reach information to inform strategic decision making.

What geographic markets do you cover?

FMC has offices in the Midlands and South West but service clients both nationally and

internationally. Although the majority of clients have a UK base we successfully complete assignments globally and have a sound understanding of numerous international territories and have a multi-lingual research team.

What sort of assignments do you undertake?

We don't like to be too prescriptive, but examples include: evaluating new market opportunities, analysing routes to market, competitor insight and customer satisfaction. We provide whatever insight our clients need to make the right strategic decisions, and help you to turn them into reality.

How much will it cost?

We know when buying anything cost is always a key factor, so we like to ensure we're open and honest about it from the start. Our fees are based on the amount of professional time that we will need to invest, so it depends on the assignments. That said, all work is carried out to a fixed fee agreed in advance and we build in a value break for new clients to ensure that they only continue if sufficient value is evident.

Who works for FMC?

There is no one specific background we look for; in fact we benefit from a broad mix, from econometrics to aerospace. We look for intellectual capabilities and tenacity, as well as the ability to combine research with real-world commercial acumen.

If you have a question, or you want us to get going on an assignment, call us on +44 (0)1522 695 011

click to visit www.fmc-online.co.uk

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