

Problem
solved



Back in the day

When we founded FMC we had no interest in being another 'me too' consultancy business. All of our team had experienced buying and using external professional advisors, and we knew that we wanted to make our service stand out from the crowd.

Our fresh approach to professional services is based on the principles of openness, simplicity, value and quality of service. It sounds obvious but over the last 20 years this approach has had a big impact, client feedback has been fantastic and the business continues to grow.

We are proud of the business we have created and are constantly looking for ways to improve the service we offer. We judge ourselves on service quality and, with 80% of our monthly activity with clients we have worked with before, we must be doing something right.



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Spelling it out

FMC finds the information you need to make strategic decisions about the future of your business and we are good at it. However challenging it may be, FMC is experienced at accessing relevant data and information.

We are not interested in simply handing over data and observations. We provide genuine insight and support to ensure your business makes the best decisions and turns them in to reality.

We do not tell our clients how to run their businesses but we provide the insight that helps them to take their

business forward. Whether it is understanding current or potential markets, competitor or customer insight, the full-time research professionals in our team are well-placed to provide understanding, information and clarity.



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Defining the challenge

We can never predict the reasons why clients pick up the phone to FMC. A common theme is that our client's management team is facing a decision or challenge where the information they require is not readily available. Some recent dilemmas our clients have faced include:

“We are over-reliant on a small number of customers, how do we access a broader client base.”

“To reduce risks, what other markets exist for the products we manufacture.”

“Revenue from some of our customer base is reducing, what are the real reasons for that?”

“Are we maximising our potential in the overseas territories we currently export to? Are we in the right markets?”

“What direction are our key competitors taking in respect to our core market?”

“What other profitable applications can be identified based on our current resources and capabilities?”



Track record

Our clients work with us to deliver competitive advantage and as a result we take confidentiality very seriously. You will never find FMC throwing around client names like confetti as part of our business development strategy; it's just not our style. We work for a really diverse range of firms, from FTSE100 blue chips to dynamic team-managed SMEs. The need to make informed decisions is not the exclusive territory of big business, far from it.

Recent assignments have covered a number of sectors:

- Manufacturing
- Precision Engineering
- Performance Electronics
- Renewable Energy
- Social Housing
- Regional Government
- Professional Services
- Construction
- Software Engineering
- ICT
- Nuclear
- Financial Services



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Service portfolio

Each assignment undertaken by FMC is unique to that client and set of circumstances. However there is a number of areas of activity that are undertaken.

There is always the temptation to list the sort of services FMC delivers and on this occasion the temptation was too great. We are happy to talk through our approach to any challenge but some examples include:

Some examples include:

- Market extension research
- Sales methodologies
- Export market validation
- Acquisition target research
- New product opportunity research
- Customer research/mystery shopping
- Competitor analysis



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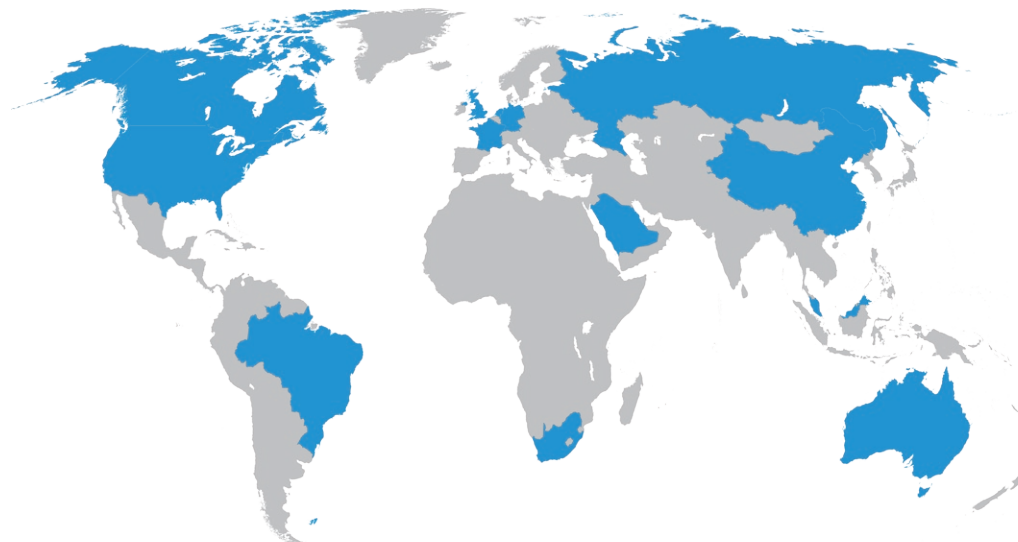
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Global reach

We know that for our clients the globalisation of many markets represents a significant challenge and often drives the need for information. The FMC team is well versed in operating across a diverse set of global territories and we retain multi-lingual researchers to aid the research process.

Over the years we have worked in some far flung territories and we love the challenge. Although failing to resist the temptation for lists, we have outlined some countries we have worked in on recent assignments.



Recent assignments have been completed in:

Canada
USA
Brazil

UK
Germany
The Netherlands
France

Russia
Saudi Arabia
South Africa

China
Malaysia
Australia

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How we go about it

We want the experience of every aspect of the FMC service to be enjoyable and refreshing. Much of what we do is highly complex but we feel that the delivery of our service should be simple and straightforward. We know that if our findings are to be of use then the results must be clear and accessible and conscious of the commercial realities of your business.

At FMC we don't pretend to know your business or market better than you. Both FMC and your organisation have a huge amount to offer in the process and effective partnership is essential.

At FMC you get what you see, so a senior consultant would head up any assignment. All members of our team are specialists in commercial intelligence but also have extensive experience in business and as entrepreneurs, so they all understand the real world.

The success of FMC has come from happy clients, so we do everything in our power to make sure that not only the results are delivered but that every stage in the process is fresh, insightful and enjoyable.



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Meet the team

Our Commercial Intelligence team is built up of individuals with a diverse range of backgrounds; these include econometrics, marketing, law and even aerospace. What we look for is intelligence and tenacity and the ability to deliver complex research assignments with a high degree of commercial acumen.

All our consultants have a proven track record in high-end research. We have earned our stripes in commercial markets but have built up a variety of professional and academic accolades along the way. These include membership and fellowship of organisations like the Chartered Institute of Marketing and the

Market Research Society, not to mention MBAs, Masters and even a few swimming badges!

There is no doubt that our team is our greatest asset and we are always happy to welcome visitors to our offices - we'll put the kettle on.



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The small print

Our approach is always open and straight forward so there is not a great deal of small print!

All assignments are based on fixed fees that are agreed in advance. We calculate fees based on the amount of professional time we anticipate will be involved in delivery. If it takes us longer we won't charge you any more; there are no taxi meters at FMC.

We tend to build long-term relationships, and understand that these are based on trust.

To show you our commitment on all first assignments with new clients we build a value break in at an early stage. At this point if you stop the project, we won't charge you any further fees. We cannot say fairer than that.



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fmc^c commercial intelligence

Staying in touch

We would love the opportunity to outline our approach to a specific challenge you have, so feel free to drop us a line. In the meantime we'll stay in touch so that hopefully you'll keep us in mind.



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