

Strategy



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Matthew Kalupka, MD

The Client

Home Counties Carers (HCC) is a privately owned domiciliary care company providing personalised home care for the elderly and infirm in the Surrey.

The Challenge

The company had been operating for one and a half years and during that time had overcome many start up challenges, but they did not have the information to benchmark themselves against the competition to see how they were doing, nor did they have proof of the market size or potential their catchment could provide for the future. Whiteberry Marketing was approached to provide market information and some strategic analysis and recommendations to grow the business and overcome some of the challenges.



The Solution

Whiteberry conducted primary and secondary research to establish the market size and potential for HCC. A comprehensive review analysed the home care market nationally and locally. The review included bench-marketing and competitor analysis, market dynamics, swot analysis, consumer survey and internal analysis. Analysis of the research led Whiteberry to recommend growth strategies, positioning, packaging, value propositions, market development objectives and strategies with appropriate actions.

The Result

By identifying key audience segments and their needs, combined with the external and internal analysis, Whiteberry was able to suggest effective strategies for HCC to gain market share and become more established. The information and analysis supplied by Whiteberry provided Home Counties Carers with the insight and thought provocation to make investment and resource decisions for the future.

"I recently engaged Whiteberry Marketing to undertake a strategic market review of the Home Care sector in Surrey. I wanted a better understanding of the size and scale of the market, the strengths and weaknesses of the competition and possible opportunities for Home Counties Carers to explore.

This is the first time I have commissioned such a report so I was unsure what the content and calibre I was going to be provided with. I was very gratified and pleased with the report that Chris Sears produced; it was more comprehensive than I was expecting, well researched, thorough and it was clear that Chris had great insight into the sector. The analysis was very interesting and the conclusions and suggestions have provided me with a number of avenues to explore further.

From the initial brief through to receiving the report Chris has been professional, accommodating, flexible, reliable and competent and I can't recommend highly enough using his services.

Thanks Chris, I will be back in touch when I need your help again"

Matthew Kalupka

Managing Director, Home Counties Carers