

case studies

CliffGroup

Sector: *plastics engineering*

Once regarded as a traditional plastics injection-moulding manufacturer, CliffGroup has successfully made the transition to a modern, efficient, responsive, customer-facing supplier of precision plastic products and services.

Prism Group have played a key role as architects of many aspects of this **strategic transition** and in implementing it; we are closely engaged in successfully building on existing markets and reaching out to new ones worldwide. Our role has involved a fully integrated approach to **commercial strategy**, *corporate positioning, branding, financial plan, securing a government grant for R&D, marketing strategy, distribution, and sales development.*

Infinium Technologies

Sector: *electronics applications*

Infinium is rapidly becoming known as the worldwide leader in innovative contact-free controls technology, engaged not only in its development and application, but also in the supply of its products.

From a very early stage, we have been closely involved in all aspects of the company - **business plan, corporate structure, financial planning, securing investment, positioning, corporate identity, marketing strategy, distribution, product development, project management, and sales development** - helping the management take it from inception to world-leader in only two years.

jancisrobinson.com

Sector: *wine appreciation website*

Jancis is acknowledged as one of the world's leading authorities and writers on wine. Responsible for some of the world's leading wine reference books, including the Oxford Companion to Wine and The World Atlas of Wine (with Hugh Johnson), she is the Financial Times wine correspondent and a regular broadcaster on TV and radio, both in the UK and abroad.

We have worked closely with Jancis on her highly successful subscription website, her core business activity and the principal outlet for her prolific output; in effect, we have taken responsibility for much of the *commercial development* of the site, starting with laying down a sound **financial plan**, re-pointing the site's *branding*, introducing a new *technical platform* - delivering the efficiencies and functionality necessary to keep

pace with the increase in her business - and now actively *developing the business* by *stimulating the profitable growth* of her subscriber base.

Just group of companies

Sector: *web-based technologies, applications and services*

Provider of B2B web-related services ranging from hosting to applications to online marketing platforms.

Initially engaged to lead the *commercial development* of one of the client's subsidiary companies, Prism Group have since been asked to advise on the owners' group-wide commercial interests. This has involved **rationalisation** of the group's activities, **restructuring** and **company formation**, review and development of its *branding*, and advising on **tax** issues and efficiencies.

Paramedicus

Sector: *life-saving promotional items*

Company that designs, develops and manufactures products which facilitate life-saving access to first-aid medical treatment / information.

Prism Group have advised the company's management team since shortly after conception of the idea on which the business has been based. Our involvement has included *concept evaluation, positioning, corporate and product range identity, company formation, financial planning, market research, marketing strategy, and business development*.

Stanton Consultancy

Sector: *financial transaction software*

Developers and suppliers of high-performance software for efficient, secure handling of high volumes of currency/travellers cheque transactions.

Brought in initially to advise on managing the *intellectual property* vested in these world-leading software solutions for institutions handling high volumes of financial transactions with the public, Prism Group's role has been extended to encompass **financial planning, marketing, business development** and *project management*. SCL (Stanton Consultancy) is at the very forefront of its industry.

Temple Group

Sector: *environmental consultancy*

A broad-based environmental and planning consultancy working with both the private and public sectors.

Extending our involvement beyond providing it with a **part-time financial director**, the company has now also engaged Prism Group to provide and implement *marketing* and *business development* advice.

Tideeze® International

Sector: *catering tableware*

Though a relatively new player in its markets, Tideeze® International is already starting to make a lasting impression on the way the catering industry and general public deal with the proliferation of used, single portion food-packaging at point of use.

Brought in to advise on taking their innovative new products to market, we have played a major strategic and operational role in preparing a comprehensive financial plan, devising a marketing strategy, developing the branding of the company's ranges, conducting market research and launching the concept to high-level decision-makers in some of its worldwide markets.

"Prism Group continues to be a major part of our successful product launch. Their expertise is undeniably at the pinnacle of their market sector and their comprehensive team has been instrumental in helping us achieve key objectives in many areas of our business. Importantly, they maintain the enthusiasm and commitment to assist us in driving forward to the market. Prism Group has been an integral part of our growth."

Suzanne Parmenter, Marketing Director