



EXPORT BUSINESS IDENTIFIES COMMERCIAL OPPORTUNITIES IN OVERSEAS EXPORT MARKET



Client Overview

UK based export business was established 30 years ago exports around 85% of its commercial equipment to mainland Europe and the rest of the world.

Challenge Undertaken

Client was encountering difficulties in understanding the order profile for different countries and regions throughout the world. Also this prevented them from easily being able to identify whitespace in the products which have been sold into different countries and in turn being able to take commercial advantage of this sales data.

Solution Provided

Interactive World Map

B.I. Reports implemented an interactive world map with drilldown capabilities which allowed sales into different continents and countries to be easily analysed. Furthermore it could profile country spend by product group to easily highlight where commercial opportunities existed to try and sell over products.

Benefits Realised

- Greater commercial insight for the sales team and increased sales to existing customers.
- Setup overseas sales agent network for representation in countries where they had significant demand for their products.