



### What our client wanted

Daiwa is a multi-national manufacturer of fishing tackle with a plant in Central Scotland. The management team wanted to increase the company's market share and profitability and needed work to:

- investigate market diversification opportunities
- review the efficiency of the UK sales and marketing operation

### What Frontline did

Frontline undertook two pieces of work in delivering this project:

- market diversification project – we led a series of focus groups with representatives from the sales, marketing and product development functions to identify and prioritise diversification opportunities. Frontline identified manufacturers and contacts in four target markets and arranged meetings with them to explore opportunities. Gaining access to key decision makers was key to qualifying opportunities for Daiwa
- sales and marketing review – we conducted a customer review to identify strengths and weaknesses in these areas. This involved meeting with a sample of Daiwa's UK customers to gain their views on existing levels of service, product quality, pricing, marketing and dealer support

### What difference we made

As a result of this work, Daiwa quickly gained a clear picture of diversification opportunities in four target markets and they were introduced to several warm leads. Following our recommendations on the sales and marketing review, Daiwa introduced a more proactive approach to customer relationship management. Their sales team was also restructured to deliver more effective territory management.