



Steuer Gregsson Intelligence

Research & Consultancy - Case Study

The Project

Working with a management consultant, whose task was to construct a business plan to present to Regional Government for project funding, our remit was to research the North West population and the number of people visiting cultural attractions in the region.



Deliverables

We investigated a number of areas of the North West to include in the business plan to support the case for funding:

- * Population numbers
- * Population location & ages
- * Economic activity
- * Leisure time activities
- * Visitor numbers to the North West
- * Visitor numbers to specific attractions
- * Use of New Media in planning trips

The research was formatted in line with the final report, inserted and presented to the client.

Outcomes

The consultant was able to work more effectively and utilise their time in a more productive fashion by using us to complete the research element of their report.



They benefitted from a fixed cost in line with their budget and with the extra resources were able to deliver the plan on time and within their original budget.

Ultimately, the project was successful and the business plan allowed the client to receive funding in full for the project.