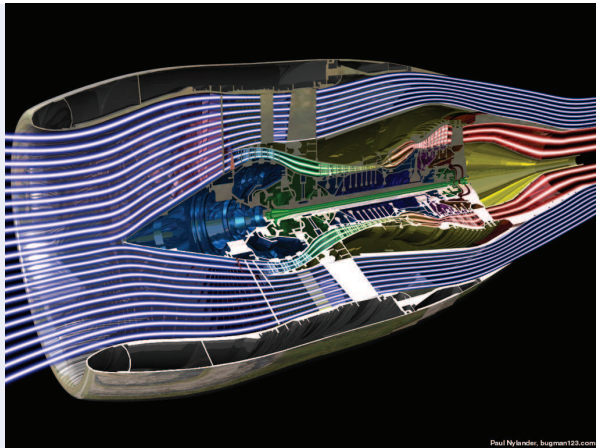




“In flying I have learned that carelessness and over-confidence are usually far more dangerous than deliberately accepted risks” - Wilbur Wright

Our aerospace experience includes market research, strategy development and promotional support for a supplier of safety critical software to the aerospace and defence industries. Our track record with this client includes organising two successful exhibition stands at Farnborough and developing relations with Boeing and Lockheed Martin.



Another successful exercise has been our work with RTP (now part of IBM) to develop long term strategic customer relationships with major aerospace and defence players such as GKN Aerospace, BAE Systems, Smiths Aerospace (now part of GE Aviation) and Rolls Royce. Key input from customer analysis and the strategic review process resulted in a successful CRM strategy and developing internal customer care skills.

Other strategy projects include work for Augusta Westland looking to diversify into suitable markets matching their core skills, along with marketing research and strategy development for Smiths Group and BAE Systems.

## And Finally...

By working with Market Vision International you can:

- Identify new sales opportunities
- Set & measure customer focussed KPIs
- Retain customers
- Measure perceived service levels
- Increase customer focus
- Benchmark performance