

Rethinking Engineering Supply Chains



Case Study



Micron Design

Strategic advice and support
from Encsite leads to major new
contract for Micron Design

www.microndesign.co.uk



Support from Enscite and its network of industry specialists in developing a fresh sales and marketing campaign for niche engineering design company Micron Design has led to a significant contract from a global manufacturer of parts for the automotive market.

A complete engineering service

Leicester-based Micron Design offers a complete engineering service from design concept through to manufactured prototypes and full production, including new product design and the development or evolution of existing designs and products.

Working typically within the high precision engineering, manufacturing, pharmaceutical, automotive, medical, aerospace and plastics industries, Micron's team of engineers deliver a complete service that includes mechanical, electronic, electrical, software/firmware design, compliance and testing to appropriate standards such as EMC, CE marking.

Established in 1998, Micron became part of gasfill Limited in 2007. As the company approached its 17th year of operation, it was looking to break new ground by implementing a proactive marketing strategy and plan, with the objective of enhancing its market awareness and penetration alongside developing new business pipelines.

Developing a focused strategy for growth

Micron Design's Neil Johnson explains: "We had marketing collateral in place, but were striving to develop and implement a more focussed, structured and proactive marketing strategy and plan that would provide focus for growing the business and customer base.

"We spoke with Enscite at the end of 2014, and discussed our aims for developing the business in this way. Enscite selected Charles Hancock of Derby Business School to deliver the work and he analysed the business, identified our strengths, weaknesses and opportunities, to enable the creation of the wished-for sales and marketing strategy.

"A suite of tools were identified as relevant to our objectives and for fulfilling this strategy, including a brochure and e-marketing tactics. Armed with our new marketing material and tools, we have been able to reconnect with past contacts, as well as forge links with fresh prospects, in both industry and academia.

"Within a few weeks of beginning work on this project with Enscite, we are delighted to have secured a significant contract with our client."

