Tap into tailored support to grow your business

Hertfordshire Business School | Discover, develop, deliver
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Get the expertise to take your business to the next level

Is your company looking to:

- Expand its product range or break into new and International markets?
- Recruit and train people to meet rapid expansion?
- Grow its online presence but doesn’t have the in-house expertise?
- Determine the right direction for success?

There is a lot of help out there for businesses looking to get off the ground but once you reach a certain level, you can often find a whole new set of challenges to overcome.

Whatever challenges your business faces, Hertfordshire Business School provides a complete range of help, advice and support to create a clear roadmap for a successful future.
Get the expertise to take your business to the next level

Hertfordshire Business School
Tap into a wide range of services

As one of the largest business schools in the UK, Hertfordshire Business School offers easy, affordable access to more than 250 business and management experts in a huge range of specialist areas.

Our specially tailored services are designed to help you get measurable results for your organisation and include:

- Continued Professional Development (CPD), training and professional qualifications.
- research and development of new technologies and products.
- knowledge transfer and innovation vouchers that allow you to access funded university expertise.
- bespoke consultancy on all aspects of management, strategy and implementation.
- market research and evaluation studies from new product development to service delivery.
- sustainable business practice improvements.
- the Business Academy, offering networking and breakfast briefings by influential speakers.
- Degree Apprenticeship programmes delivered in partnership with employers and the University.

Statistical Services and Consultancy Unit (SSCU)

SSCU is a dedicated unit which offers consultancy, research, short courses and tailored statistical training.

Many companies benefit from advice and support in the following areas:

- gathering of useful information
- converting information into knowledge
- understanding what that knowledge reveals
- applying that understanding to business

Find out more: go.herts.ac.uk/sscu

Market Research Service (MRS)

Our dedicated Market Research Service has delivered on more than a hundred successful projects for organisations across many business sectors. We can help you:

- explore the wider industry
- identify your competition
- improve your products and get them to market faster
- grow your market

Find out more: go.herts.ac.uk/marketresearch
Many factors influence the growth of your products or services but small and medium sized companies often identify a lack of customer insight and timely product introduction as two of the biggest challenges they face.

At Hertfordshire Business School, our experts have years of experience working with organisations to gain more sophisticated insight into their customers and determine effective strategies with clear market positioning.
Develop your e-commerce business
Hertfordshire Business School
Selling products and services via the internet is an excellent way of reaching new customers, cutting costs and securing growth. Doing it successfully takes both technical and strategic expertise, as well as a clear understanding of the market. But while many companies understand the need to move into e-commerce, doing it successfully takes both technical and strategic expertise, as well as a clear understanding of the market.

By teaming up with Hertfordshire Business School, you can access a team of experts who have a proven track record of developing e-commerce strategies, carrying out in-depth market research and implementing effective multi-platform solutions. If you already have an e-commerce presence, we can also help you implement specific changes to make measurable improvements.

Case Study
Original Features

Original Features (Olde English Tiles) contacted the business school. They wanted to identify how to make their investment in e-commerce deliver results, increasing their supply chain and resource planning capacity but most importantly they wanted to increase their overall product portfolio and hence the footfall on their e-commerce platform.

Their brand was relatively unknown with a fragmented customer base and they sought support from Hertfordshire Business School to carry out:

- market research on existing and new customer needs
- supply chain research - identifying, evaluating and bringing on-line new supplier products to complement their existing product range.

Do you have a project in mind that requires our expertise?
Contact us with your enquiry at:
be@herts.ac.uk
Technology and digital trends change incredibly quickly, so an agile response is needed to ensure you’re making the most of reaching your customers with brand building and awareness through:

• social media
• blogs
• mobile applications

Our experts provide practical support and guidance to help you deliver a clear online strategy. Our digital approach is based on market insights and an understanding of your customers and their expectations.

We can help you:

• get started with social media or improve your current presence
• explore how social media translates into sales
• understand how the mobile experience changes how customers interact with business
• create a strong digital strategy that combines mobile, social media and e-commerce.

Case Study
Exchange Comms

“Exchange Comms is a traditional business communications company servicing businesses throughout the south east of England. Initially, we came along to one of the University of Hertfordshire’s Knowledge Transfer workshops. We were particularly attracted to the knowledge exchange product K4B, it struck us as tailor made for our business requirements. One thing is for certain, our requirements have changed over the last four months, but the scheme is so flexible and adaptable and easily copes with this. We are really excited as the project team are in the final stages of appointing a website designer to completely change our online look and feel, and when we marry this with our new social media strategy then we can see some real benefits coming through new online sales lead generation.”

Dave McKinnon, Managing Director
Find out more

Explore Hertfordshire Business School’s range of services at: www.herts.ac.uk/business

To discuss your organisation’s needs, please contact us on:
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