

How market research helps Portakabin to remain at the cutting edge

Introduction



For over 45 years, *Portakabin* has been producing modular buildings that can be constructed quickly and simply.

The business was founded in 1961 by Donald Shepherd. He believed in innovation and development to meet the varying needs of a wide range of different customers. It is this flexibility and attention to the customer that ensures *Portakabin* is a leader in the field with 17% of the UK market for modular buildings.

The Portakabin brand is synonymous with the concept of modular and portable buildings and has become a household name.

Portakabin has a wide range of products. These are designed to meet the needs of a wide range of different customers. The business designs and creates accommodation solutions for anything from one to up to 1,000 people.

The company employs 1,300 people throughout the UK and Europe. The business is set up to ensure a rapid response and a comprehensive support service for all its customers.