

## How market research helps Portakabin to remain at the cutting edge

### Product development



Ongoing primary research examining customer satisfaction has provided *Portakabin* with a wealth of information. Developing effective services for its customers to meet their key needs means it remains market leader.

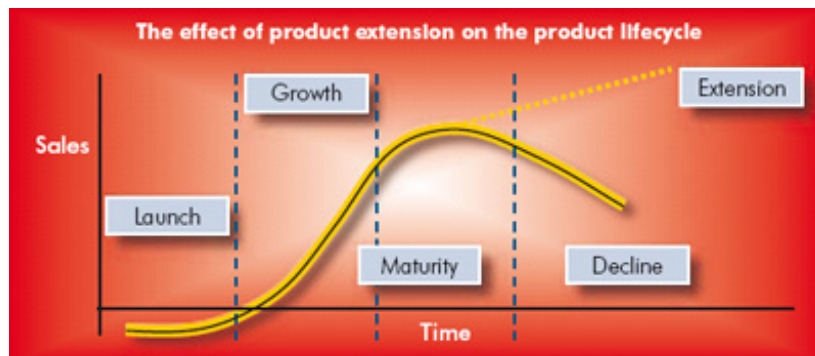
Research into the effect of the environment on workforce productivity and satisfaction has enabled *Portakabin* to offer further added-value options in its product range.

*Portakabin* uses a number of processes to ensure that it can deliver high levels of service and high quality products. These include:

- \* research and development of new product ideas and added-value solutions
- \* effective strategies for marketing and sales aimed at specific market segments
- \* quality assurance and quality control procedures to ensure a high level of service and product quality
- \* assessing reliability of suppliers and levels of service to ensure that materials and supplies arrive on time and to a high level of quality.

### Using research results to develop products

*Portakabin* has used the data obtained from the market research to develop two new products to meet customers' needs. The buildings have features that take account of the research findings. These include temperature control facilities and more glazing, allowing more natural light into the building. The original concept of a modular building remains the same.



The added features are product extensions. These add value at a cost that is acceptable to the customer and does not compromise the company's ability to make a profit.

For example, *Ultima Vision* has one wall that is fully glazed. This gives it a more contemporary appearance and provides a pleasant working environment with more natural light.

The other new product, *Portakabin Solus*, has large architecturally designed windows and doors to ensure maximum light. The building also complies with disability and health and safety regulations. The materials and design have taken into account many of the findings of the Gallup research. This provides pleasing working conditions. These contribute towards the creation of a happier and more productive workforce.