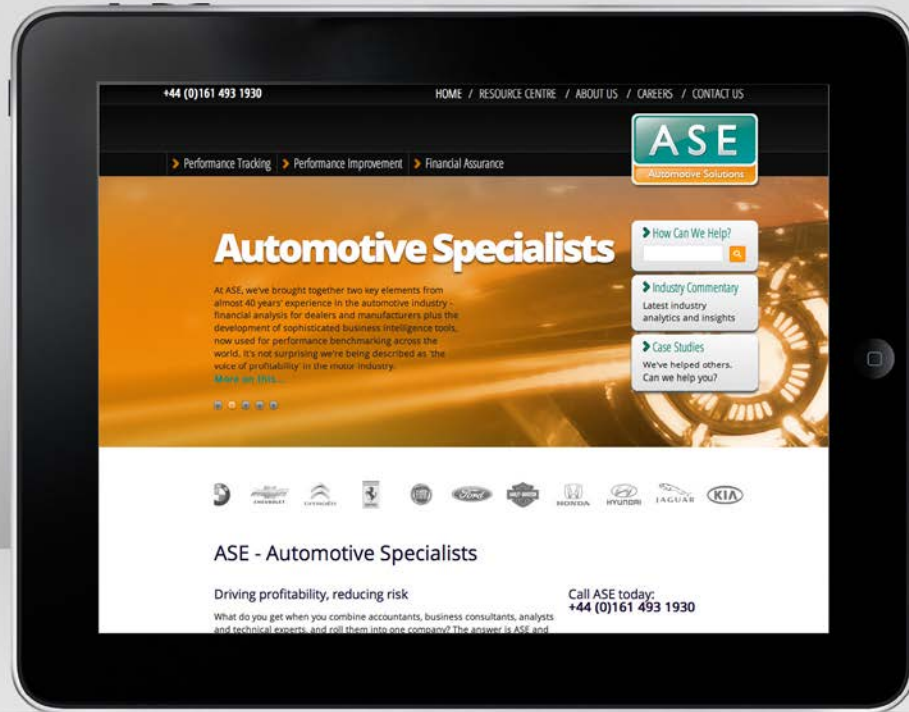


BUSINESS EXCELLENCE PROGRAMME: CASE STUDY



NEW MARKETING STRATEGY HELPS ASE WIN CONTRACT WITH THE VOLKSWAGEN GROUP WORTH IN EXCESS OF £1 MILLION

ASE implements new marketing strategy in order to build the business globally

PROJECT

Development of global marketing strategy for ASE PLC

BACKGROUND

ASE provides financial analysis and sophisticated business intelligence tools in order to assist vehicle manufacturers and dealers to manage their risk and increase their profitability. ASE employees 150 staff, with a turnover of £12 million. The company supplies globally, with 40% of its turnover being export.

PROJECT AIM

To develop and enhance ASE's sales and marketing strategy, to ensure that the company continues to be competitive and satisfy customers.

NEED FOR IMPROVEMENT

ASE has enjoyed a well-established brand in the UK, however it was looking to increase its brand awareness within the global automotive industry. It was felt that a new marketing strategy would help to raise the profile of the company with potential new clients.

THERE HAVE ALREADY BEEN POSITIVE OUTCOMES. ONE OF THESE HAS BEEN THE SUCCESSFUL RE-TENDERING FOR WORK WITH THE VOLKSWAGEN GROUP FOR DEALERSHIP SUPPORT FROM ASE FOR ITS BRANDS IN THE UK.

APPROACH

With funding support from the Northwest Automotive Alliance Business Excellence programme, the project produced a strategic marketing plan for the next three years, which included looking at wider global markets and working with the media in countries outside of the UK. A plan for the main tactical actions, primarily in the UK, for the next year has also been developed. As part of the project an audit of all of ASE's marketing materials was conducted and a range of improvements were identified. This led to the redevelopment of the website and revisions to printed publications, including monthly information updates.

OUTCOMES

The marketing strategy covered a three-year period therefore the full results cannot yet be seen. However there have already been positive outcomes. One of these has been the successful re-tendering for work with the Volkswagen Group for dealership support from ASE for its brands in the UK: Volkswagen Passenger Cars, Audi,

SEAT, ŠKODA and Volkswagen Commercial Vehicles. It was felt that the new marketing image was a factor in the Volkswagen Group perceiving ASE to have moved forward with its business offering. This contract is worth in excess of £1 million. In addition, one new full-time post has already been established, and it is expected that further jobs will be created in due course as a result of growth in the business and its turnover. Other staff members have also received mentoring in the area of sales, marketing and communication.

Robert Jones, CEO of ASE, says *"I'm very pleased with the marketing project and its results - even to the extent that the consultant that we used has now been employed by us on a full-time basis. It's still early days, but we are definitely now getting more enquiries - from potential clients, and, interestingly, also from people wanting to work for us - which is a positive development. The support from the Northwest Automotive Alliance Business Excellence programme enabled us to carry out the marketing project fully and professionally."*

TO FIND OUT MORE ABOUT THE NAA'S BUSINESS EXCELLENCE PROGRAMME, CONTACT:

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