RADIO-TECH LIMITED
PROACTIVE APPROACH TO MARKETING
BUILDS INTERNATIONAL STANDING

ABOUT THIS CASE STUDY
RADIO-TECH LIMITED DESIGNS AND MANUFACTURES WIRELESS SOLUTIONS FOR MONITORING, REMOTE DATA RETRIEVAL, ALARMS AND CONTROL. THE COMPANY WORKED WITH THE UNIVERSITY OF BEDFORDSHIRE ON THIS KNOWLEDGE TRANSFER PARTNERSHIP (KTP), TO ESTABLISH A PLANNED, PROACTIVE APPROACH TO DEVELOPING AND SUSTAINING NEW INTERNATIONAL MARKETS.

ABOUT THE SPONSORS
THE DEPARTMENT FOR TRADE AND INDUSTRY (DTI) DRIVES THE AMBITION OF ‘PROSPERITY FOR ALL' BY WORKING TO CREATE THE BEST ENVIRONMENT FOR BUSINESS SUCCESS IN THE UK. THE DTI HELPS PEOPLE AND COMPANIES BECOME MORE PRODUCTIVE BY PROMOTING ENTERPRISE, INNOVATION AND CREATIVITY.

FAST FACTS
- Customer-oriented, sustainable marketing strategy in place
- Company firmly established in key international markets
- Significant increases in exports, overall sales and profits
- Academic partner gained first-hand knowledge of marketing challenges facing an SME in a competitive international environment
- Associate employed by the company

The Company

“We needed someone with linguistic skills to improve our presence in the marketplace globally, but especially in ‘near’ Europe, which the Associate has done successfully.”

Brian Back, Managing Director, Radio-Tech Ltd

Radio-Tech Ltd is a small company based in Epping, that designs and manufactures wire-free radio technology, including radio data communication systems and radio telemetry systems for industrial control.

ABOUT THE PROJECT
Despite continued growth since its foundation in 1993, Radio-Tech wanted to strengthen its overseas position but lacked the in-house marketing skills needed to do so effectively. This KTP was set up to help the company establish a customer-oriented, sustainable marketing strategy, with the aim of developing and sustaining new international markets.

At an early stage in the project, it became apparent that Radio-Tech would need a “bespoke” solution: the nature, size and market character of the company’s business, combined with the complex product mix, rendered many standard SME marketing techniques ineffective. Through the KTP partnership, the company gained a marketing specialist, who had the know-how to put together an efficient and effective marketing strategy, build better customer...
relationships and establish effective communication.

**BENEFITS**
The benefits from this KTP project have surpassed expectations and Radio-Tech is now firmly established in key international markets. Vital to this success has been the change in Radio-Tech’s outlook, from being largely ‘product/sales oriented’ to being ‘customer/marketing oriented’. This shift has had a positive impact on overall operations, as well helping with the initial aim of expanding international markets.

As a result of the collaboration, Radio-Tech has a number of hybrid international marketing techniques in place, and can effectively monitor the success or failure of a strategy or campaign. The company has strengthened its overseas position by: carrying out a thorough shake-up and expansion of its distributor network; capitalising on available marketing opportunities, for example, its corporate web site; and having an increased presence at international trade shows. As a result, sales turnover, exports and profits have all increased significantly, exceeding the forecasts in the project proposal.

**RESULTS**
- Bespoke international marketing strategy in place
- Better customer relations developed through ‘customer/marketing oriented’ approach
- Markets prioritised to match company resources and capabilities
- Exports now account for 40% of turnover, compared with just 10% at start of project
- Turnover and profits significantly increased

---

The Academic Partner

“It was a very enjoyable and rewarding experience. For example, I will not forget the interest and enthusiasm expressed by students when discussing a ‘live case study’ where a small dynamic firm tackled its international market expansion strategy with the help of a KTP project.”

Dr Habte Selassie, Academic Supervisor

The University of Bedfordshire Business School worked with Radio-Tech to improve their marketing strategy, with Dr Habte Selassie acting as academic supervisor. The Business School is working to establish a strong research base in the areas of SME internationalisation and competitiveness, and this KTP project settled well within this framework.

**BENEFITS**
The academic partners have benefited in several ways. Staff gained invaluable insight into the marketing and management operations, challenges and problems for a typical SME operating in a competitive international environment. These experiences have been effectively integrated into teaching, curriculum development and research, for example as ‘live’ case studies and examples of applying theory in practice.

**RESULTS**
- Enhanced business relevance of teaching and research
- Case studies prepared for use in teaching international marketing
- Research used in several conference presentations, publications and submissions to academic journals
- Expertise transferred to both undergraduate and post-graduate students

---

The Associate

“I’ve had an inside view of many processes and constraints within the industry and learned a great deal. It is not often that someone fresh out of University gets this kind of opportunity.”

Adam Flynn, Export and Marketing Manager, Radio-Tech Ltd

The Associate, Adam Flynn, had completed a Masters degree in Marketing in France before working on this project with Radio-Tech.

**BENEFITS**
Demanding targets were set for the KTP Associate, including increasing the company’s export sales, raising brand awareness, evaluating overseas agents and strengthening international distributorships. Adam rose to the challenge, and his knowledge and skills in marketing and management developed quickly.

Adam’s multi-lingual skills proved a bonus, particularly in the French-speaking market: by the end of the project, sales to these areas accounted for 10% of turnover, compared with just 0.5% before the start.

**RESULTS**
- Successfully learned to combine marketing practice with theory
- Independently took important marketing decisions and represented company in several forums, including internationally
- Progressed towards Chartered Marketeer status
- Offered and accepted a job with Radio-Tech as Export and Marketing Manager

---

The University of Bedfordshire Business School worked with Radio-Tech to improve their marketing strategy, with Dr Habte Selassie acting as academic supervisor. The Business School is working to establish a strong research base in the areas of SME internationalisation and competitiveness, and this KTP project settled well within this framework.

**BENEFITS**
The academic partners have benefited in several ways. Staff gained invaluable insight into the marketing and management operations, challenges and problems for a typical SME operating in a competitive international environment. These experiences have been effectively integrated into teaching, curriculum development and research, for example as ‘live’ case studies and examples of applying theory in practice.

**RESULTS**
- Enhanced business relevance of teaching and research
- Case studies prepared for use in teaching international marketing
- Research used in several conference presentations, publications and submissions to academic journals
- Expertise transferred to both undergraduate and post-graduate students