

City & Guilds

## Case Study

Mergers & Acquisitions and Market Intelligence

EDUCATION & TRAINING

## Market Review: Sustainability Awareness Training

### Background

Our client City & Guilds is one of the biggest players in the UK vocational education market. With the growing importance of the green agenda amongst UK businesses, City & Guilds were developing an offering to address sustainability awareness training for corporates. PMSI were asked to review the current state of the UK market, to identify key sectors with the greatest need and provide recommendations on potential offerings or go-to-market solutions.

### Challenges

- A detailed analysis of the sustainability awareness training market across a number of focus sectors including:
  - Identifying drivers of spend
  - A review of spend levels, both historic and forecast
  - A detailed market structure map, including customer landscape and competitor landscape
- Analysing the attractiveness of each of the focus sectors to City & Guilds and reviewing the suitability of potential offerings into each of the sectors.

### PMSI approach

PMSI were able to drill-down into the detail of each focus sector by interviewing 20 market participants in each sector, including numerous potential major customers and incumbent competitors. This primary insight, combined with extensive desk research allowed us to map out the structure of each sector, as well as model robust forecasts on addressable demand in each market.

### Outcome

PMSI were able to make a series of recommendations, outlining the attractiveness of the individual sectors and assessing the merits of various product-offerings for City & Guilds. Using the recommendations in our report, City & Guilds were able to focus their resources on developing suitable product-offerings and targeting appropriate sectors.



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