

CASE STUDY

MMC INSIGHTS FOR ENTERPRISE IRELAND

PROJECT OVERVIEW

Enterprise Ireland (EI) is a government agency in Ireland responsible for the development and growth of enterprises in alternative markets.

Akerlof was tasked by EI to work alongside their organisation and client base to expand their knowledge and understanding of the UK Modern Methods of Construction (MMC) and construction market.

The aim was to equip EI's internal advisors with the knowledge needed to better advise their clients of the UK market dynamics, as well as help some of their key clients learn how to start, grow and win export sales.



WHAT WE DID

To upskill EI's advisors and key clients, we developed a comprehensive report on the 'Perspectives of the UK MMC Market', covering the fundamentals of MMC in the UK construction market.

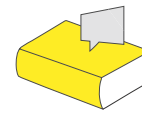
We also specifically aided several Irish MMC providers, facilitating discussion and delivering insights through roundtable workshops. These sessions explored UK market sentiment and characteristics, enabling businesses to identify their target market and develop strategic action plans for expansion. We guided clients through the UK's unique market dynamics, demands and institutional differences, prompting companies to consider if they should expand from the Irish domestic market, as well as how they could tailor their offering to the UK supply chain.

Our company-specific support and constructive challenge enabled MMC manufacturers to develop and accelerate their business plans to realise targeted growth within the UK market, including, a number of modular housebuilders, as well as a façade and curtain walling fabricator.

THE IMPACT



Our expert advice equipped EI's internal advisors with the knowledge and understanding to provide a better service to their clients



Bespoke report developed on the 'Perspectives of the UK MMC Market', covering the fundamentals of MMC in the UK construction market



One-to-one consultancy enabled business owners to identify and target UK markets, as well as develop strategic action plans for growth



MMC manufacturers accelerated their business plans to realise targeted growth

DON'T JUST TAKE OUR WORD FOR IT...

“ We have worked with Akerlof on a variety of projects, including a bespoke detailed MMC report for our client companies, which provided us with in-depth knowledge of the UK MMC sector. Akerlof also provided one-to-one and group consultancy services for our clients.

The knowledge of the Akerlof team was truly a value add to the overall success of our clients. Their team are professional, reliable and communication was excellent throughout - a truly collaborative partner in delivering to our requirements.

I look forward to continuing our collaboration with Akerlof on a variety of projects in 2022.”

Anne Corr, Market Advisor, Construction, Enterprise Ireland

GET IN TOUCH

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