

CASE STUDY

MAINTAINING THE MARKET ADVANTAGE FOR A PANELISED SYSTEM PROVIDER

PROJECT OVERVIEW

Our client, a panelised, Modern Methods of Construction (MMC) Category 2 Structural Insulated Panel (SIP) provider, wanted to assess its product against competitor offerings within the industry through performance benchmarking, cost appraisal, and programme analysis.

This assessment could then be used to identify market proposition that can be consistently articulated both internally, to employees and externally, to potential developer clients.

WHAT WE DID

Akerlof was commissioned to complete an independent assessment on behalf of our client to understand the viability and competitiveness of their system. This included:

- A technical comparison of the solution against competitor offerings including the performance and wall thickness.
- An analysis of the price point against competing technologies by establishing the cost of building with the product
- Time-related benefits of the product compared with alternative forms of construction, by building a suite of programmes aligned to build sequence
- An overarching value proposition for the product

THE IMPACT

- Confidence over the performance of the product relative to competitors and the 2025 Future Homes Standard
- Clarity over the commercial position relative to competitors by comparing a series of house types, delivered through different build technologies, against the product
- Cohesive strategy through which to determine the route to market
- Identification of a clear suite of next steps through which to develop the product further and establish a leading market profile in low-rise housing



GET IN TOUCH

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