

# Research



Current position



Potential partners



New promotional routes to market



Distribution analysis

## Strategic Planning & Management

built for:  
marketing

Marketing Strategy

Strategic Sales  
Support

# Outcome



3 year marketing strategy in place



Successful positioning in the Architectural Specification market



New website launch



New Partnerships gained

"Built for Marketing are part of the Guthrie Douglas team and are as driven as we are for the success of our business."

Guthrie Douglas