

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

GOODLIFE FOODS LTD KTP ENSURES FUTURE SUCCESS OF COMPANY

ABOUT THIS CASE STUDY

Manufacturers of frozen vegetarian and organic products, Goodlife Foods Ltd, entered into a two year Knowledge Transfer Partnership (KTP) programme with Manchester Metropolitan University (MMU) in order to develop and implement a business and marketing strategy aimed at improving brand awareness.

ABOUT THE SPONSORS

The Technology Strategy Board is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

The Department for Environment, Food and Rural Affairs (DEFRA) works for the essentials of life - food, air, land, water, people, animals and plants. Its remit is the pursuit of sustainable development - weaving together economic, social and environmental concerns.

FAST FACTS

- 🔄 Implementation of robust marketing and business development strategy, which ensures future success of company
- 🔄 60% increase in new markets
- 🔄 40% increase in sales
- 🔄 Two new staff employed
- 🔄 Ten staff trained
- 🔄 Company brand greatly enhanced

The Company

“The KTP scheme has enabled Nia (KTP Associate) to achieve the CIM professional post graduate diploma in marketing, a post graduate qualification in food and grocery management and an NVQ level four in management as well as gaining commercial hands on experience in a marketing management role.”

Nick Hamlet, Managing Director.

Goodlife Foods Ltd manufactures a range of frozen vegetarian and organic products from a large, purpose built factory in Warrington.

ABOUT THE PROJECT

At the start of the project the company was trading in a very hostile and volatile marketplace. It had little consumer-base knowledge and was vulnerable to larger companies with greater economies of scale and production capabilities. The main objective of the KTP project was to develop and implement a business and marketing strategy aimed at identifying market

development for the company to improve brand awareness and increase market share. To this end, the KTP focussed on three key areas: a thorough examination of the marketplace; market research to identify target consumers and products for three sectors (foodservice, retail and independent) under own-label and branded initiatives; the generation and implementation of a long-term business strategy.



BENEFITS

As a result of this KTP the company has seen a significant shift in strategic direction and corporate culture. The management team are now advising key retailers on market trends and the company have embarked on a process of proactive new product development based on market and consumer research. Greater emphasis has been placed on branded products, which have been designed to target product opportunities including premium meal occasions. The company has also expanded its consumer base, with new opportunities secured in the foodservice sector and overseas export. This has strengthened the company's future

direction, moving away from the previous reliance on one major customer. The KTP has equipped Goodlife Foods Ltd with the marketing skills and competence from which they can ensure the future success of the company and the introduction of a robust marketing function now lies at the heart of all decision-making and investment. As a result of the KTP, the company is now regarded by key customers as category leaders in the frozen vegetable market.

RESULTS

Detailed consumer-based knowledge has been collated and analysed, leading to improved communication

and new opportunities in product development

- Category reports, market knowledge and product development have positioned Goodlife Foods Ltd as a key supplier in vegetarian produce.
- Through the KTP the company has been able to launch branded products, which has opened up vital opportunities to increase the customer base, strengthening the company's competitive offering
- Through the KTP the company has benefited from extensive media interest

The Associate

"The KTP scheme has helped to restructure the company to become market and customer focused and has raised Goodlife's brand profile within the industry and with consumers. Identifying new market opportunities has successfully moved the brand in a new direction."

Nia Williams, KTP Associate.

This KTP employed Nia Williams in the post of KTP Associate. Prior to the KTP Nia obtained a BA (Hons) in Design Management and an Advanced Certificate in marketing from the Chartered Institute of Marketing (CIM).

BENEFITS

This demanding and challenging KTP saw the Associate take a key role in the development and implementation of the marketing strategies at Goodlife Foods Ltd. She took responsibility for detailed market research, segmentation and targeting work, the identification of new opportunities, the development of long-term marketing strategies and the launch of several products. These tasks provided a steep learning curve for the Associate and secured her position in the FMCG market as a high-calibre individual.

RESULTS

- Associate benefited from several training courses offered as part of the project, including, the DTI's 'Art of Leadership', 'Nutrition for Marketing', 'Technology for Marketing' as well as obtaining the IGD post graduate certificate in Food Grocery management
- Gained an NVQ level four in management
- Offered and accepted full time position of employment on completion of the project

The Academic Partner

"This is the second KTP with the company and shows their commitment to the scheme. This project has given the academic partners a valuable insight into the rebranding of products and has resulted in identifying new market opportunities. This has led to a third KTP programme in product development to manufacture products to fill this market."

Paul Ainsworth, Academic Supervisor.

This KTP project was delivered in partnership with Manchester Metropolitan University's (MMU) Department of Food and Tourism Management. Lead academic was Professor Paul Ainsworth.

BENEFITS

This KTP enabled staff at MMU to gain experience of the day-to-day running of an expanding and dynamic SME company. Staff were able to apply marketing and technical knowledge to solve many of the challenges faced by Goodlife Foods Ltd and as a result the department increased its knowledge in these areas. Specifically, MMU were able to assist with the development of new product ranges and recipe developments, oversee the growth of the company's existing product range, as well as manage the redevelopment of new packaging and labels. Experience gained in these areas will feature in MMU's research and teaching materials.

RESULTS

- Three undergraduate research projects have been established as a result of the KTP
- Case study developed based on the KTP and outcomes from the project will provide course material. Associate has been invited to guest lecture at MMU
- Additional links forged between food science/nutrition and marketing personnel at MMU



Manchester
Metropolitan
University