

Puragen



The Company

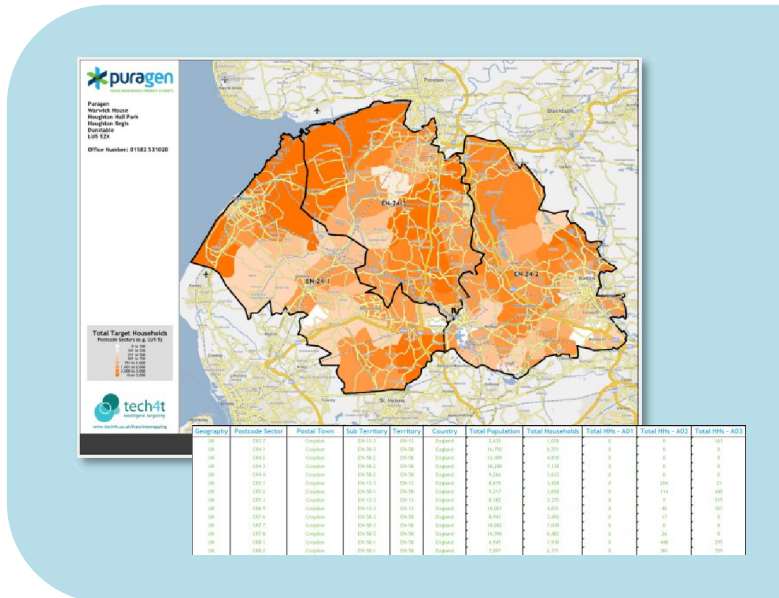
Puragen provides expert renewable energy advice and designs, and installs and maintains renewable energy systems for households, community groups and business customers. The company has a wide range of renewable products including heat generating technologies such as solar thermal, heat pumps and biomass boilers together with electrical generating technologies such as wind turbines and micro-hydro.

The franchise is a trading division of The Ascertiva Group Ltd and was formed in 2011 to act as the launch pad for the Group's development of micro generation services in the UK. To establish a successful franchise with the minimum of development time and avoid the pitfalls facing many new franchises, Ascertiva approached experts in the field of franchising and business development for assistance. However, as the Puragen franchise was being conceived, Ascertiva realised there was a knowledge gap around territory design and how best to split the UK into the maximum number of viable territories. Ascertiva's expert team referred Tech4T as the professional choice for territory design and mapping.

The Challenge

To develop the territory infrastructure, Puragen's target market needed to be clearly identified and this required customer profiling. Profiling identifies the demographic and other characteristics that differentiate potential customers from people who are unlikely to ever buy Puragen's product or have need of their service.

Profiling is needed to evaluate market potential, identify hot spots to target sales and marketing effort and to determine the right building blocks to construct the right number of appropriately balanced franchise territory areas.



Individual territory and snapshot of UK master file

This was particularly important as the marketing strategy of individual franchise owners could vary depending on the demographic composition of their area.

Additionally, each territory needed to be sub-divided into three micro-territories to enable Puragen's franchise owners to gain the full value from the territory.

The Solution

Based on an understanding of end-customer profiles, Tech4T sourced the appropriate socio-demographic profiling data for the UK. For maximum flexibility, Postcode Sectors (e.g. PE1 2) were selected for the underlying territory building blocks and heat maps created to give a visual representation of the spread of sales potential across the country.

Using this information and working very closely with the client - over 30 different demographic measures were combined in separate ways to match varying target groups - the ideal number of territories were

developed, each optimised to contain the same level of opportunity.

Tech4T then further segmented each of the territories into three micro-territories again ensuring that each offered similar commercial opportunity. Each territory and micro-territory was designed to take into account the transport infrastructure and drive times to ensure the franchisee and their installation teams could efficiently service each territory.

To easily demonstrate to prospective franchisees territory availability and the sales potential each presented, Puragen elected to use Tech4T's on-line mapping system. This enabled them to set the status of sold, unsold and "under offer" territories, and deliver information to prospects via a passworded log-in over the internet.

Benefits

With detailed socio-demographic data for each territory, Puragen could easily demonstrate the financial viability of each franchise opportunity to prospective purchasers, thus making franchise sales easier.

Additionally, Puragen franchisees are able to see the demographic breakdown of their individual territories and specifically where hot-spot sales potential is concentrated. This enables them to put in place highly targeted marketing and sales activity to suit each different profile.

Franchisees can be confident their territories are serviceable and contain sufficient market opportunity to operate a successful business.

Most importantly, through Puragen's decision to work with proven specialists, a solid territory foundation was put in place to enable quick expansion and get into the micro generation market without delay.

Testimonial

"It was essential that we were able to develop territories with an equal commercial opportunity, whilst also considering the physical geography of the areas. The team at Tech4T provided an excellent consultative approach during the early stages and clearly had the expertise to create territories built on much more than simple postcode segmentation. The 33 socio-demographic classes that we chose to use very closely matched our target customer base, therefore ensuring that not only do our Franchise Owners have broadly equal opportunity, they are also provided with outstanding territory data, which allows them to establish highly targeted marketing campaigns."

Jeremy Malindine
Head of Puragen

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