



## Menary's - Closing the customer 'Needs to offer gap'

The KTP aimed to introduce in-house capability to develop robust market research processes to gain meaningful customer insights and related business intelligence (BI).

Although the company had already developed a website to generate valuable customer data, transforming the data into meaningful business intelligence to drive sales and growth, was a significant challenge for management.

Specifically, new and crucial capability needed to be embedded to ensure that the Menarys 'offering' reflected customer needs and expectations. This included market research, gap analysis, business growth models, BI design and implementation, business process reengineering, data mining, and performance measurement and control.

Menarys has a BI Strategy and model for operating in local and international retail markets that will provide vital information to close the 'needs-to-offer gap' through analysis and interrogation of customer data, leading to an expansion of the customer base. This will ensure long-term sustainability, create competitive advantage and deliver customer value in a difficult business climate.

The 'best practice' model will be implemented across the company's related retail businesses and other retailers in the sector. New Business Intelligence will enable Menarys to fully exploit the new transactional website and focus on market penetration to increase revenue, retain valuable customers and increase employment. It will also increase internal efficiencies and reduce costs by focusing on the 'need-offers gap' and minimising the level of unsold seasonal stock.

Stephen McCammon, Managing Director said *"Thanks to Lisa and the KTP programme we've enhanced the way we interact and engage with our customers. We're engaging and listening to them like never before, utilising this information in our decision making, to deliver what our customers really want, not what we think they want."*

### KTP team

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