



Putting Marketing to the Test

LDRA is a market leader in the niche market of source code testing, serving a variety of high technology clients. LDRA were keen to market themselves to a wider audience and persuade new industries to work with them, as well as be responsive to current, and future, market opportunities. Additional resources, with a bias toward marketing expertise, were needed to augment the company and drive it forward. With this in mind LDRA contacted Liverpool John Moores University and after a number of meetings and job content analysis a 2-year KTP project was formulated. In July 2002 Mark James was employed as a KTP Associate with LDRA. Mark's role was to analyse the present position of marketing within company, and to develop and implement its future role within the company.

Mark already held a BA honours degree in Business Administration, and a Masters qualification in Marketing before starting the project. Mark commented "KTP has provided me with the opportunity to put my theory into practices and implement a strategy from start to finish where I am the key driver and project manager in this process."

Jack OFarrell, Senior Lecturer, School of Business Information: "Involvement with KTP schemes provides academic staff with first hand experience of the problems and business issues SMEs face; it enables academics to combine theory with real world practice and enables the transfer of knowledge between industry and education. Practically, KTP programmes provide a rich mix of case studies, exam and tutorial material and often knowledge on new industry sectors."

Another area that attracted Mark to the KTP project was the mentoring received from the University and LDRA. Mark commented, "KTP provides excellent training and development opportunities that you can then put into place in the workplace, with immediate benefit to LDRA."

Ian Hennell, Technical Director for LDRA commented that: "KTP has helped the company put marketing processes and working practices in place. LDRA has become more efficient in our marketing activities. Mark and the KTP project have driven this forward within LDRA."

A number of important activities have been delivered by Mark and the KTP scheme:

- A business audit was completed which identified the strengths and development areas of LDRA. These are being developed and deliver value to the bottom line
- A comprehensive marketing strategy is being delivered with the aim of promoting the LDRA brand.
- Policies and procedures are helping the company be more proactive and professional in our approach
- A state of the art Internet site has been developed, which enabled the company to target particular markets and raise awareness.
- Updating and creation of corporate marketing literature."

If you would like more information, please contact Angela Hinchcliffe at the KTP Unit in the Faculty of Business & Law on 0151 231 3452 or ktp@livjm.ac.uk