

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
- University, college or research organisation 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>

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.

Associate:
Mehnaz Ali

Academic Supervisor:
Martin Haley

Company Supervisor:
Saleem Kader,
Managing Director,
Bombay Stores Group

BOMBAY STORES GROUP MARKETING: MYTH, MAGIC OR METHOD?



Partnership Aims:

- Development of a marketing provision across the organisation
- Centralise branding
- Share knowledge between business divisions
- Focus on improving existing marketing practices

“This particular KTP has given me deeper insight into idiosyncratic nature of family run businesses and reinforced the difficulties associated with corporate culture change programmes. As an academic it has enabled me to update my teaching materials with current marketing practises as well as providing my students with case material which they can relate to and see in action. In addition the KTP has enabled me to broaden student experiences of real business problems as it has generated a number of successful masters’ level projects. Finally, it is always a pleasure to see a young associate's confidence and experience grow.”

Martin Haley, Lecturer in Marketing, School of Management, University of Bradford



“An extremely enlightening experience that has no doubt evolved me as a person and as a marketing professional, the project has provided me with the opportunity to be exposed to a wide spectrum of marketing areas helping to instil a broad level of knowledge.”

Mehnaz Ali

The Experience:

- Analysis of existing business position in order to ascertain an unbiased view of the overall organisation.
- Change management especially in relation to organisational culture, an attempt to improve existing systems in order to achieve improved efficiency and reduce bottlenecks.
- Exploration of development opportunities for the various business units, consideration of market development for Bombay Stores Wholesale, mail order for Bombay Stores Retail and franchising for Suits Me.



The Outcomes:



Bradford University School of Management

- Improved understanding of the concept of marketing
- Greater emphasis on planning and strategic impact of tactical activities
- A more coherent brand image for Bombay Stores Retail
- Establishment of the umbrella brand ‘Bombay Stores Group’
- Establishment of websites for Bombay Stores Wholesale and Perfect Occasions brands
- Systems cleanup of customer database as a result of a student summer project through the University of Bradford’s Summer Experience programme
- Raised profile for Bombay Stores as an organisation and for Saleem Kader as the spearheading entrepreneur