



Bournemouth  
University

**Grow your business**  
with BU



[www.bournemouth.ac.uk/business-services](http://www.bournemouth.ac.uk/business-services)



## Growing your business

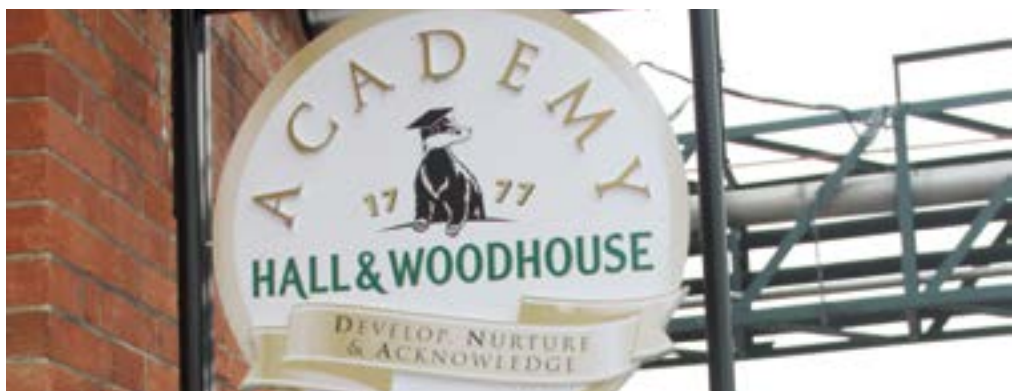
**Businesses can benefit from leading expert support to develop and grow by:**

- Identifying and taking advantage of new opportunities with a focused plan
- Improving business competitiveness through structured strategies
- Enhancing productivity and sustaining growth by exploiting BU's research and knowledge to develop business.

**We can help companies in a range of sectors including tourism, hospitality, food, retail, events and sport.**

**We can help your business achieve its goals with a range of services, including:**

- Continuing Professional Development
- Funded programmes including Knowledge Transfer Partnerships
- Lab hire
- Consultancy and research expertise.



## Continuing Professional Development (CPD)

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### Hall and Woodhouse

Hall and Woodhouse (H&W), the Dorset-based brewing and pub company, is benefitting from its successful partnership with BU. Responding to the company's management development requirements, the CPD programme has been designed by BU to meet specific staff needs. BU is delivering the accredited university-level learning for H&W team members drawn from different parts of the business.

"From our perspective, the central pillar to H&W's long-term strategy is that we have to be a great place to work. It's very simple. Learning and development sits at the very heart of that," outlines Anthony Woodhouse (MD – Hall & Woodhouse).

"One of the additional benefits of the CPD programme is group cohesion. As a company we understand no-one can know everything about the business. Having our team, drawn from all parts of the business, on this course means that when they come across a challenge, they have a peer group to help them find the solution."

**"One of the additional benefits of the CPD programme is group cohesion."**



**Corinthia Hotels International Managers from Corinthia Hotels International have joined the university to undertake the Certificate in Higher Education (CHE) in Business and Hospitality Management.**

Franco Valletta, Chief Officer for Organisation, Development and Human Resources at Corinthia Hotels, said: “I wanted to work with the best in the UK, and I knew Bournemouth University was one of them. We have lots of students from BU coming to work as interns at our London hotel, and they do fantastically well.”

**“We are among the best in the world, and we want to make our staff even better.”**

He added: “I specifically wanted to create a programme that has that mixture of academic and life skills. We are hoping it will help them when it comes to problem-solving and decision-making. “We are among the best in the world, and we want to make our staff even better and help them develop leadership behaviours and styles.”

Corinthia Hotels International was founded in Malta and now has hotels in locations including Prague, St Petersburg, Lisbon and Budapest, as well as a hotel in central London.





## Funded Business Project

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### Quattro Foods

**Quattro Foods worked with BU on a Knowledge Transfer Partnership (KTP) scheme and received a grant to cover two-thirds of the project costs, which included the employment of a graduate and the services of an experienced Academic.**

The company manufactures a range of fresh chilled and frozen products without the use of additives, preservatives, artificial colourings or flavourings. To achieve sustained growth, the company recognised that its key challenge was to improve its manufacturing. It also needed to offer a wider range of products, in particular, ambient food lines with longer shelf life to help reduce seasonal fluctuations in production scheduling.

The company required further expertise regarding the manufacturing process to retain nutritional balance and maximise shelf life and food product safety.

#### **The key benefits for Quattro Foods:**

- Optimisation of manufacturing processes, increasing shelf life of selected products by recipe manipulation to enable reductions in seasonal fluctuations
- Development of a coherent quality development and production strategy necessary to support growth over the short to medium term, e.g. reduced lead times, reduced waste and increased output.



## Food Labs at BU

**We offer an external expert view to help businesses gain new knowledge as well as innovate, develop and grow. Our service is offered to all companies but can be particularly attractive to businesses that may not have an internal Research and Development department.**

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Our purpose-built labs are suitable for food related work including food demonstrations, food product development, shelf life testing and food safety management. They are fully equipped with medium and small-scale food equipment and audio-visual facilities.

### **Examples of how we can help companies:**

- Understand and improve the nutritional value of products
- Help to develop a food or drink product for a particular target market
- Product innovation/differentiation
- Advice to improve business performance (reduce cost/increase profit) or product quality.



# Research and Consultancy

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## Retail Innovations

**Our Retail Research Group** employs innovative mobile eye-tracking to critique supermarket stores, evaluating the effectiveness of store layouts and their use of in-store marketing techniques. Working with the consumer group 'Which?', eye-tracking research provided a unique insight into the behaviours and decision making of consumers, delivering useful additional marketing insights.

**Our Academic Team** can advise companies on future strategies. For example, our 'Waitrose Fellow' spends time working at Head Office to provide academic and broad industry insight into company developments.

**The Research Team** also leads a full programme of student-led consultancy projects, clients include: John Lewis Partnership, B&Q, and Dixons Carphone.







## Marketing and Social Media Expertise

Our eTourism lab explores cutting-edge information and communication technologies, alongside e-based strategic management and marketing for the tourism and hospitality industries. We organise a number of eTourism events throughout the year; and can also offer bespoke training and consultancy expertise for businesses requiring a creative and strategic boost.

With an ability to work across disciplines, including marketing and management, project management, international trade, manufacturing and supply logistics, we can offer a fully comprehensive service in a number of fields, such as eTravel, eTransport, eHospitality and eCatering/Food.



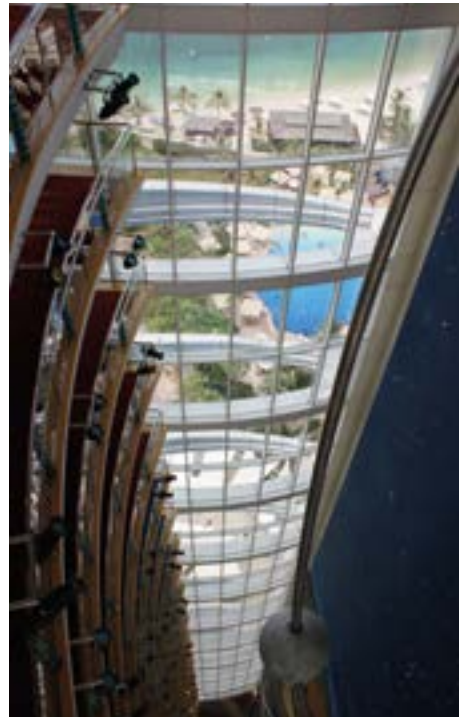


## Research and Consultancy

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### Market Research

The Market Research Group (MRG) is an established market and social research company providing a full range of qualitative and quantitative services, delivering high quality research and consultancy. Clients are from both the public and private sectors which include local authorities, Primary Care Trust, tourism, education and housing associations.





## Disaster Management

Our Disaster Management Centre has extensive experience of overseas and UK disaster management, working with a diverse range of clients from a variety of sectors including communications and information technology, biochemical, petrochemical, finance and transportation.

Whether a national or multinational business, it is imperative to consider the likelihood of a major incident, its impact, and your ability to maintain business continuity throughout.



## Contact us

The information enclosed illustrates just some of our expertise; we offer a whole host of other services and are always happy to chat to clients about specific needs.

To discuss your business requirements, please contact:

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