

Detailed local market analysis informs Anchor scheme positioning

Carterwood was instructed by Anchor to produce a detailed marketing analysis on competing schemes prior to the opening of a new care village in Yateley, Hampshire.

Background:

- Anchor an existing provider within the care home and extra care markets.
- Project required detailed understanding of care village market.
- Output needed to inform positioning and marketing activity of subject scheme.

What we did:

- Identified sales rates of existing provision.
- Ascertained quality of both existing and planned provision to establish market position of subject scheme.
- Undertook detailed mystery shopper enquiries including inspections of key schemes.
- Produced detailed analysis of competitor scheme marketing propositions.

Added value:

- Anchor given a comprehensive guide to competition within the local catchment.
- Anchor achieved understanding of competitor marketing strengths and weaknesses.
- Provided detailed recommendations in relation to setting sales rates.
- Identified clear USP for the client.
- Identified potential pitfalls for client to avoid.



For more information about Carterwood or to find out how we can help you, call Amanda or Ben on: **08458 690777**

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