



Case Study

Employer Case Study 2007

Name of company, size and industry sector	Laser Special Projects Size: SME (Under 250 employees) Type: Structural and Construction	Location	Herefordshire and Worcestershire	Date of placement and duration	June 2007 – September 2007 Three months over summer vacation
Student or graduate name	Robert Knight	University of study	University of Worcester	Degree Subject	BA (Hons) Business Management

Project description As an SME it is important to be able to capitalise on every sales opportunity. Laser Special Projects realised that they routinely capture a high volume of data from clients' contracts; including contact information etc. that was stored on various different databases and spreadsheets in different departments. This was identified as an inefficient way to store the data and made it impractical to access the information in order to maximise success in the sales and the tender process. With an imminent deadline for implementation of a new CRM system approaching, they took on an undergraduate for three months over the summer to solve these information management issues.

"Rob was an excellent set of hands...and effectively completed this task which had been put on the side lines due to resources and time restrictions". Gemma Gunter, Marketing Manager



Gemma Gunter, Marketing Manager, with Rob Knight



Graduate Advantage
c/o NW820 Aston University
Aston Triangle
Birmingham B4 7ET

T: 0121 204 4767
F: 0121 359 5881
E: enquiries@graduateadvantage.co.uk
W: www.graduateadvantage.co.uk



Case Study

Placement activity

To develop a user-friendly solution to store information in one central place using new or internet technology. By streamlining information Rob's contribution to this process would be the building blocks for a future implementation of a CRM system.

Outcomes and impact in the business

Rob's work was used to develop the system into a more efficient sales tendering process. This investment aimed to increase business revenue and improve success in tendering activity, and the placement project eventually expanded to include a solution for storing hard-to-find Site Engineers and other professional CVs. Rob worked closely with site workers to develop a database of skills and CVs for use in future tendering, which proved a time-consuming task but showed his perseverance in the collection of information and earned him excellent business experience to put on his own CV.

Gemma Gunter, Marketing Manager, sought out a solution to these information management requirements on a small budget. She was quick to praise both the scheme and the undergraduate.

"Taking on a student was an excellent idea as it was a cost effective way to get a project done in a quick and efficient manner. Rob was an excellent set of hands...and effectively completed this task which had been put on the side lines due to resources and time restrictions".



Gemma Gunter, Marketing Manager, and Rob Knight