



Quantum Training Services is a well established business which delivers healthcare training to people entering the profession.

Quantum has customers ranging from international blue chip companies through to small family run care centres throughout the country. Delivering high quality accredited training in close partnership with government agencies and partners such as universities is key to the unparalleled standards Quantum achieves.

Cowden Consulting was recommended to enable Quantum to extent their presence and enable them to enter a new market for them, the direct care supply sector. Supplying skilled nurses to this growing and extremely competitive sector would provide the business with a sustainable competitive advantage to the business.

Cowden developed a clear strategy for the business, suitable to their business needs. Cowden Consulting in close consultation with the marketing director and board of Quantum developed a suitably imaginative marketing plan developed from the business model.

"The key objective was to create success through a highly imaginative new brand image for Quantum".

Delivering the vision was only the first objective we had to overcome, building and communicating that vision to the whole team and a wide range of stakeholders was integral to successful penetration of this competitive market.

The complete strategic marketing plan involved working with internal resources, including the marketing director, graphic designers, printers, website creators, direct marketing agencies and above the line agency partners.



Summary

Health care training company looking to expand into a new market.
Needed a complete strategic marketing plan to enter a new sector and learn how to communicate with this market.
Cowden created a whole new business division.
New brand image and strategic direction to penetrate sector.
Cowden enabled Quantum to win new blue chip business.