

The Company



Based in Walsall, Banro Sections Limited designs and manufactures cold rolled structural steel products and systems for use in building construction. The current owners took over the business in 2002 and by adopting a strategy for focused engineering and supply chain partnerships, the company has increased turnover and market share to around £14m.

www.banro.co.uk

The Brief

Banro Sections Limited was introduced to WMCCE by Mtech Group; a leading specialist consultancy for offsite construction.



In a quest for further growth and increased market penetration, the company approached Mtech Group to carry out a market investigation report into the UK light steel façade market.

The Project

Through consultation with the client, WMCCE and Mtech Group together prescribed a 7 day project to achieve the objectives. The project involved both primary and secondary research techniques including a questionnaire survey to 35 of the industries leading purchasers of steel façade systems.

Project Outcome

Project Start: September 2006

Project Finish: November 2006

The resulting report provided Banro Sections Limited with a comprehensive breakdown of the industry drivers and the relevant challenges and opportunities for the company's product range in respect of this market.

" This report has enabled us to genuinely understand the market size and drivers so we can accurately plan investment in technical resource and manufacturing capability to take advantage of growth and create stable employment opportunities in the West Midlands".

Henry Woodlock
Director, Banro Sections Limited