

package to sensor install. Your systems currently account for 43% of the 2016 market which is estimated at £301 million p.a. according to the latest analyst figures. The head of marketing discusses several successful online campaigns, its strong brand in the European industry and a recently run customer survey that has found a good to high level of satisfaction in over 90% of the client base.

Whilst the subsidiary has some competitors in Europe, most of these are offering highly custom built solutions that are extremely expensive. The head of marketing also points to data showing the current European market is only a fraction of the £3 billion p.a. applicable market and opportunities exist in growing market share, growing the current market and also expansion overseas. In terms of growing market share, an aggressive sales and marketing plan has been developed to increase MaSh from 43% to 65% by 2021. Phoenix is considered to be the leading European technology in the space according to latest analyst reports.

In terms of international expansion there are incentives for encouraging growth in markets such as Brazil in which currently no company is providing a well developed product solution. The head of strategy agrees and interjects by stating *“we consider this to be a highly attractive future emerging market and one the company plans to exploit”*. You notice the head of sales nodding in agreement.

The US market is larger and considered to be more mature. Over the last seven years there has been a software as a service offering in the US which uses the same sensor technology but with the main software