

CMS Windows Competitor analysis



CASE STUDY



CMS Window Systems is an award-winning designer, manufacturer and installer of PVCu, aluminium and timber composite windows, doors and curtain walling systems, based in Cumbernauld. It works directly and on a subcontracted basis with many local authorities, housing associations and house builders on refurbishment and new build contracts. In the commercial buildings sector, CMS works with some of the biggest names in UK construction.

CMS Window Systems is at the forefront of innovative developments and award-winning practices within the building and housing industry, creating energy efficient and environmentally friendly products and systems. Recent innovations include two new energy efficient products—Warmcore and Silent-Therm.

The aim of the student project was to carry out market research, and to develop a marketing strategy to support the launch of these two new products.

EMPLOYER EXPERIENCE

Sarah Wilson, Marketing Manager, CMS Windows

“We really didn’t have the time or resources to undertake in-depth analysis, so getting involved in this student project has been really beneficial for us.

The students attended exhibitions and conducted online research which allowed them to provide us with detailed competitor analysis. They also identified branding and social media opportunities which we intend to use going forward.

I think students benefit from gaining real experience with actual companies. They get a chance to be creative and to understand that in practice the way of doing things can be different than ex-



ACADEMIC VIEWPOINT

Dr Kepa Mendibil, Director of Business Engagement, University of Stirling Management School

“This initiative provides Management School students with the opportunity to work on a practical work-based project alongside an external client organisation to tackle an issue that this client has set for them. At the end of the project, students have to produce a report which highlights the key findings. They are also required to deliver a presentation to the client.

The rationale behind the consultancy projects is to enhance the employment opportunities of our students. It prepares them for the next step in their career by helping them make the connection between theory and practice.

STUDENT FEEDBACK

Liwen Fang, MSc Business & Management

“Most students don’t have the experience, but by participating in this initiative we now have an advantage. During the project, I got to use my knowledge I learned from the University of Stirling to link with the real business experience.”

Yiheng (Aaron) Fang, MSc Business & Management

“As a graduate, it is now not that easy for us to find a good job. As we have completed the consultancy project, we will have more opportunity to work as employees.”

Ya-Yun (Jennifer) Cheng, MSc Business & Management,

“I have improved my team working skills because I was working with other students. I also learned how to manage the client relationship.”

