

Abstract

Preface

This thesis is written by Roselina Azizah, a double degree student studying International Business at Saxion University of Applied Sciences and Management/Marketing at Universitas Gadjah Mada in Indonesia. This report acts as a final assignment for her Bachelor's degree from both universities.

The purpose of this thesis is to conduct a UK market research for FlexWhere and with it, draw the best entry strategy for the company Dutchview. This report will provide the reader with necessary information regarding the UK market and the prospect of the product FlexWhere in it. Dutchview already has the product Ed Controls in the UK market, and now the company wants to introduce this other product of theirs. In other words, this paper is about FlexWhere and its introduction in the UK market.

Furthermore, the structured and detailed questions cover the five topics: the product "FlexWhere", the customers of FlexWhere, the Macroenvironment in the UK, the UK Market, and the existing product in the UK Market "Ed Controls".

For this paper, the researcher has conducted a secondary research followed by a number of interviews with the employees of Dutchview. The information from this interview was carefully collected and implemented in the report. Additional information from other open sources were made to successfully complete this thesis.

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Executive Summary

This thesis is a UK market research on the product FlexWhere. This paper will answer the central research question: *what is the best entry strategy for Dutchview to use in order to bring their product “FlexWhere” to the UK market successfully within the next 3 years?*. This paper will serve as a tool to not only help decide the best entry strategy but to gain the general insight to the UK market.

To better help answer the central research question in the end, there are sub followed by sub-sub questions made, divided into chapters to answer each one with the gathered information. These chapters include the research of:

- The product FlexWhere
- The Customers of FlexWhere
- The Macroenvironment in the UK
- The UK Market
- Ed Controls (the company’s existing product in the UK)

The findings in this report present that conducting business in the new market should not be a challenge, especially with the company’s experience with another product of theirs currently existing in the UK market. However, Brexit remains an unknown factor with its constant uncertainty throughout this research. Nonetheless, the prospect for FlexWhere is optimistic in the new era of flexible working in the past years for the UK, with millennials and the new favored way of working flexibly in a workplace.

The conclusion drawn from this report, the recommendation made that hiring employees in the London area is the best entry strategy for Dutchview to use in order to bring FlexWhere into the UK market. To do this successfully within the next 3 years, the right marketing strategy was selected, which was reinforcing what Dutchview has been doing focusing on the UK branch for FlexWhere.

Keywords: UK Market Research, UK Market, Market Research, Hot Desking, Desk Sharing