

PRESS RELEASE – August 2005

Arvada Supports Graduate Initiative



Arvada Strategic Marketing, the Staffordshire based marketing consultancy with offices in Lichfield and Burton upon Trent, recently celebrated its sixth anniversary.

Over the past six years Arvada has carried out a significant number of strategic sales and marketing related projects, both in the UK and Europe, for a wide variety of corporate clients. This has been achieved by focusing on delivering challenging market research, creating and implementing business development strategies, working with clients to develop and launch new products and developing key account management initiatives.

“We make it our business to understand the demands placed on a modern corporate business in ever changing and developing markets” says Mike White Managing Director of Arvada “we are constantly looking for opportunities for our clients to create a sales and marketing advantage in their specific market areas”.

The company has complemented its core product/service marketing based skills by developing its expertise in emerging markets such as environmental and recycling. This expertise recently paid off when Arvada together with four collaborative partners including Staffordshire University were successful in winning a tender to develop the market for a new product manufactured from recycled materials.

Mike adds “Collaboration is a core part of our business development strategy and working with our strategic partners has created many opportunities for us to be involved in projects that we would not normally have had the chance to fulfil. We work hard to develop a trustworthy relationship with a few companies that offer quality complementary skills and together we can give the client a seamless cost effective solution based on high knowledge and expertise coupled with a relatively low overhead cost”.

Working with Staffordshire University and Business Link on the STEP programme, Arvada has recently employed an under graduate on a two month project placement. Will Thompson is working with Arvada personnel applying the Arvada methodology to its own business preparing a platform for its next phase of development. Will says “the programme is an excellent initiative, working with Arvada is giving me invaluable experience and the opportunity to develop my business skills in a dynamic environment”.

Photograph: Mike White of Arvada with Will Thompson under graduate employed on the STEP programme.