

Clough & Taylor Engineering Ltd

Founded in 1978, Clough & Taylor Engineering (CTE) are toolmakers and precision engineers based in Nottingham, UK. The private limited company employs 11 people and last year had a turnover of £2.5 million. Although CTE has had customers throughout the UK, over 90% of its trade is in East Midlands area of the UK, ie within a 50 mile radius.

The company is a successful SME operating in a specialised, though highly competitive, market. The majority of Clough & Taylor Engineering's products are bespoke, being designed and manufactured to meet individual customer's specifications. Three local authorities (in the Midlands) use the firm as the primary supplier of housings and fittings for heating, refrigeration and air-conditioning units. Other customers range from SMEs to local divisions of multi-national organizations.

The organisation is production orientated with little, or no, strategic marketing planning. It is, perhaps, the quality of the finished products that sustains their order book – though both partners are prominent in the local business networking circuit. After initial sales approaches, all customer are visited by the CTE sales representative to discuss and agree specifications. Contact is maintained throughout the project by telephone, email and personal visits.

In response to a salesman's call several years ago CTE have registered the domain name cloughandtaylor.uk.com. However, the email address used by the company is CTE@gmail.com, with all email arriving at that address. The same salesman also 'sold' CTE a single-page website made up of little more than the firm's name and contact details. The site is hosted on the servers of the company with whom the domain name is registered.

