



FPDC Market Research Report – now available

Thank you for your enquiry regarding the FPDC Market Research Report.

We know budgets are under pressure right now, however investing in this vital information will pay off in the long run as it could help you better;

- Focus your marketing communications into the right areas, targeting the key decision makers with the correct message. All of this you will achieve more effectively armed with the knowledge of which criteria matter the most, and the least, to your buyers
- Ensure that sales/after sales and technical support are aligned to the real requirements of the marketplace
- Structure and deliver training to your sales team, making sure they understand your customers and their needs.

The report benchmarks the performance of plasterboard and ceiling products manufacturers, as well as merchants and distributors, against a range of purchase criteria which are rated in terms of relative importance by the respondents.

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1. EXECUTIVE SUMMARY

The Federation of Plastering and Drywall Contractors exists to represent its contractor membership, promoting best practice, excellence and professionalism in plastering and drylining. It has 170 member companies with an estimated annual turnover of approximately £700m which accounts for around 28% of the total UK drylining market. The buying power of the Federation members is demonstrated by the fact that collectively they will buy approximately 70 million square metres of plasterboard in 2008. The businesses who responded in this survey together represent approximately 26% of the overall market.

This major piece of primary research into the plastering, drywall and ceilings market in the UK, has been independently undertaken on behalf of the FPDC, by Operum, to establish a better understanding of how effectively all stakeholders in the supply chain, including manufacturers, distributors and merchants, service the end user / installer. Operum has relevant experience within the sector as its principals have worked within drywall, construction and B2B research and consultancy for over twenty years.

The research was conducted via a questionnaire which was sent out both in hard copy in the June issue of Specialist Building Finishes and in electronic format to FPDC members. The findings of the research will help the FPDC ensure its activities are in tune with its members' needs and will also help the industry focus attention and debate on areas of concern.

The report will cover;

- Why people buy, ie the purchase criteria which most and least affect them
- How these same people then rate their suppliers against these criteria
- The weighted rankings of manufacturers, merchants and distributors depicting how these businesses perform against both the maximum, perfect score as well as in relative terms against their competition.

Some of the interesting results which can be found within the report include;

- The major impact of both the current economic slowdown and retentions upon the industry.
- The low level of influence of the supply chain on purchasing decisions; only 2% of respondents saying that supply chain was responsible in their company.
- Technical support is not as important as was anticipated at the outset in terms of its influence upon buying behaviour.
- The relatively low importance, as perceived by respondents, of environmental and waste recovery issues
- The perception of CITB-ConstructionSkills as the industry training body.
- The relative, and changing, importance of eight key industry issues over the previous and forthcoming 12 months.
- The levels of customer loyalty enjoyed by, and perception of service provided by, manufacturers, distributors and merchants.

To buy a copy of the report contact Joan Sheridan at FPDC on 020 7634 9480 or joan.sheridan@fpdc.org

Copies cost £625.