



CLEAR direct LEGAL advice for businesses & ENTREPRENEURS

Sintons Law

How can we help you?

Whether you are a long established business, an entrepreneur or investor looking for the next opportunity, or just starting up, our expert team is here to help.

For further advice and information, please contact:
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Seventy heads are better than one

| Nigel Wright collaborates with students from Newcastle University Business School, as it plans its next international move.

Students taking the International Marketing module as part of the Advanced International Business Management Dual Award MA/MSc are encouraged to complete a marketing plan for a 'live' case study company or product. Businesses can submit project briefs to course leaders and students can select which companies they wish to research. This year Nigel Wright submitted a brief asking for assistance in identifying new international markets to expand into, and was delighted when 20 students completed in-depth reports, following a three month research process.

Ian Scott Bell, Group Head of Marketing at Nigel Wright commented "The reports produced were insightful and addressed the academic principles of business development in a real-life context. I was particularly impressed with the quality and rigour of the research and am thankful to the students who agreed to formally present their work at the end of the project, which they did in a thoroughly professional way. I felt the process was straightforward and I will definitely incorporate the findings in our business planning processes."

The students used recognised evaluation methods to assess risk and opportunity for Nigel Wright in new international markets. Ian Scott Bell noted, "It was very interesting to see how the process was split into cultural risk (or fit) and economic risk (or opportunity); some unexpected markets were well argued and we also gained new insights into markets we have already been considering. I would happily recommend the process to any business with an international expansion project like ours."

According to Joanna Berry, Newcastle University Business School Director of Engagement, "The University is a valuable resource for local industry. Collaboration projects such as this one can assist in the wider development and understanding of our region and students can gain significant hands-on experience through applying their learning on real life case studies and industry projects." Module leader Caroline Barras added, "Newcastle University Business School is always keen to work with companies in this context. In the past we have worked alongside a range of businesses, including advertising and PR agencies, providing them with research to inform marketing strategy."

New innovation project launched at University

Nigel Wright Recruitment is assisting Newcastle University Business School in a major new piece of research on innovation and how it drives company performance and transforms the bottom line.

Many factors drive innovation within businesses; including competitive pressures, changing customer and employee expectations and the opportunities provided by new technologies. Innovation comes from many sources and can lead to many changes that affect products, services, ways of working and business models. Part of the research phase will involve collecting data from Nigel Wright contacts by way of a short quantitative survey which will seek to learn, primarily, how organisations are tackling innovation.

The business school is keen for the research to be informed by 'real-world experiences' and the results to be beneficial to the businesses that take part in the study. The survey data will be complemented

by information gathered from interviews with 200 top regional organisations, to get different perspectives on innovation and its associated challenges. The project also coincides with the launch of the business school's 'Innovation Studio'; the first events took place in July. The objective behind 'Innovation Studio' is to provide a forum for individuals and organisations seeking to develop their capability for innovation. It involves a series of seminars and workshops.

For more information about the research project or to enquire about joining the Innovation Studio, please contact colin.ashurst@ncl.ac.uk at Newcastle University Business School.

IT Research Project

Calling Senior Managers:
Assist with Business
School Research and
win £100 in Eidon
Square Vouchers.

Do you work in a senior role for an organisation in the North East? Newcastle University Business School needs 15 minutes of your time.

The Business School is starting a major new piece of research on innovation and how it drives company performance and transforms the bottom line.

We want this research project to be both led by and of benefit to your real-world experiences. We would therefore be very grateful if you could fill in the survey (link below), or pass it on to a colleague who leads on innovation. You will not only be helping to shape a major piece of innovation research, and receive a copy of the findings, but you will also be entered into a prize draw, as a thank you for your invaluable assistance. If you have any questions about the project, or NUBS' work in the field of innovation, please contact Steve Erdalat (steve.erdalat@ncl.ac.uk)

<https://www.surveymonkey.com/s/9S9FFKV>



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