

CTL Seal

They work alongside customers closely in creating a bespoke product.

Primary Research methods:

- Send out paper surveys and questionnaires
- End of phone call surveys about customer service
- Letters to customers after they have used manufacturing services

However the majority of market research conducted by CTL Seal is secondary research which includes:

- Carrying out online research into competition, such as look at their company material and websites.
- Go to annual trade exhibitions and see what competition is doing.
- Read government reports about the developments and legal requirements in nuclear power (which is an area they want to go into)