

Students for the 21st century

Technoset, the founding member of the Technogroup, is a manufacturer of ultra high precision turned and milled components. Since the company was founded in 1978, the keywords are innovation and modernisation. The firm evolved through expansion and investments in the latest technology such as CNC machines, OGP or ultrasonic cleaners.

In 2007 Technoset participated in a strategic change project provided by MAS (Manufacturing Advisory Services). The 'Business Development Strategy' course was given by Mike White, an expert marketing consultant, from Arvada Consulting. As a result, Mike White trained various members of the Technogroup which resulted in a new marketing strategy.

After thorough analysis of the present situation, the managers, Mike White and MAS representatives determined that to efficiently implement the new strategy, there should be a constant marketing work stream inside the company. Consequently the decision was made to incorporate a marketing administrator within the organisation. However two choices were available, namely, an experienced professional or a student which implied more risks...

Given the nature of the Business, its desire to experiment in new areas as well as its concern for bringing new ideas inside the firm, the managers decided to hire a student. This decision was motivated by the idea of investing in young people, who are, too often, uninterested by the precision engineering sector. Another reason was to observe how academic knowledge could be used within this particularly technical sector and to give the student an opportunity to apply his knowledge in practise among a wide variety of challenging tasks.

Bernard enthusiastically took his new position at the beginning of August and integrated easily into the company. He has first been trained to understand the market sector the firm operates in and has been provided with the technical background he requires for the task. He then built various databases compiling relevant information for the implementation of the new marketing strategy and began to study the development of a new website as well as a more structured customer relationship. Bernard works in collaboration with Mike White and another placement student positioned at sister company, Technoturn.

So far the company is very satisfied with the results of this new experience and hopes it will benefit both sides in the future. This is by achieving higher profits, increase the customer list and enhance the corporate image for Technoset. The other aim is that Bernard develops relevant skills for his future and gain a better understanding of the practical side of organisations.