

ENGINEUNITY TUTORIAL



Market Trend



Market Trend

Market Trend

BY SECTOR

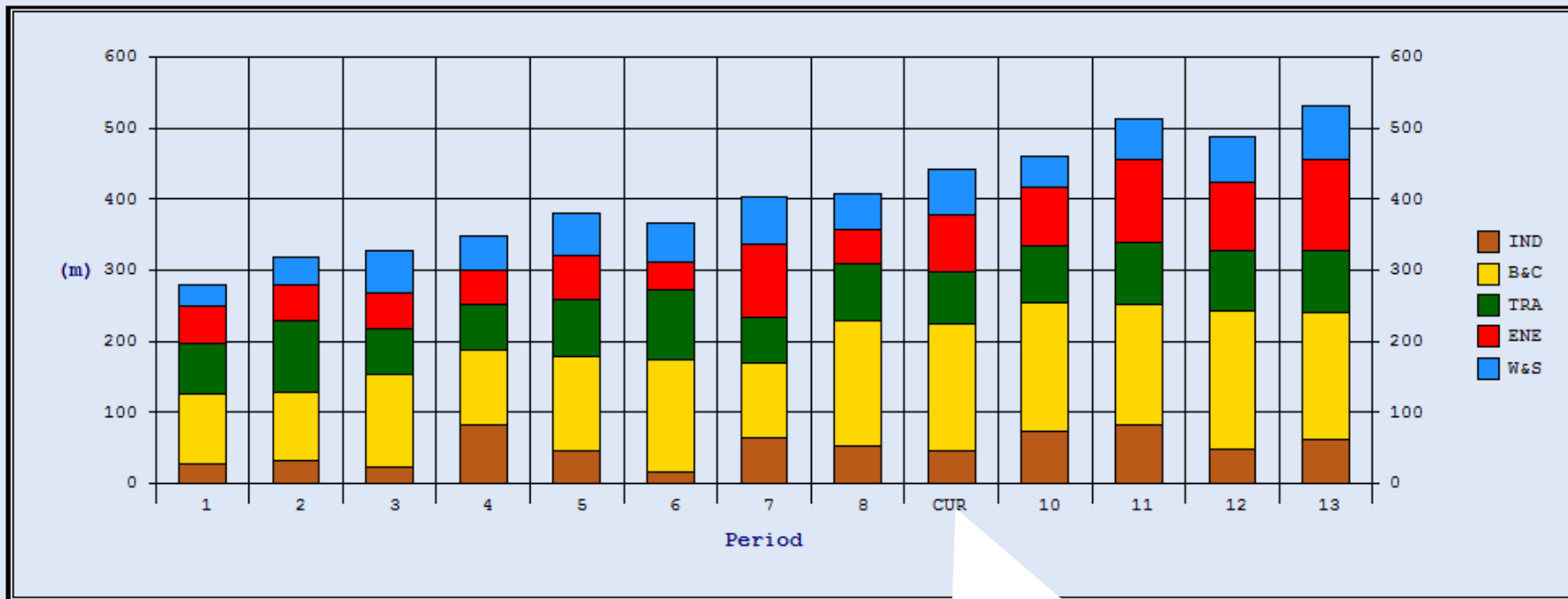
BY CLIENT

- Amount of work
- % of the market
- Number of jobs
- Exposure to risk

- All countries
- UK only
- Overseas only

Marketing effort will identify jobs that are available in the current period, highlighted by the green column.

The value of work is shown in millions.



	1	2	3	4	5	6	7	8	9	10	11	12	13
	Hist	Hist	Hist	Early	Early	Early	Early	Early	Early	Early	Early	Later	Later
IND	28	32	22	82	47	17	65	52	47	74	83	48	63
B&C	98	96	131	105	132	158	105	177	178	181	170	194	177
TRA	70	100	65	66	81	98	63	80	73	79	87	86	88
ENE	54	51	50	47	60	39	103	49	79	83	115	96	128
W&S	30	39	60	47	61	54	67	50	65	44	57	64	75
Total	280	318	328	347	381	366	403	408	442	461	512	488	531

The market trend shows the new work available in the market for the current period, denoted by "CUR" and the green shaded column, and for one year ahead, and enables an effective marketing strategy to be formulated for the current and future periods, and which can be reviewed each period.



Market Trend

Market Trend [Window Title]

BY SECTOR

BY CLIENT

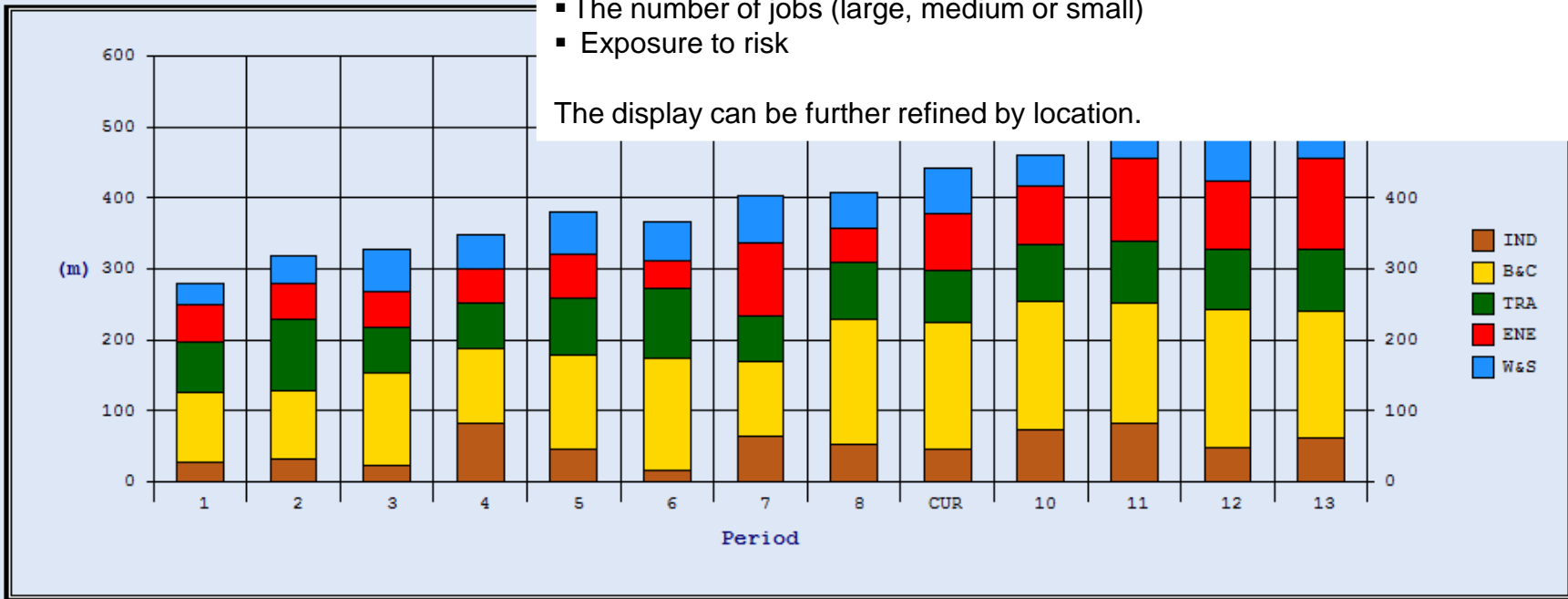
- Amount of work
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- Number of jobs
- Exposure to risk

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The new work available is shown by sector, with a number of options available :-

- The value of work (millions), which is the default
- The % of the market
- The number of jobs (large, medium or small)
- Exposure to risk

The display can be further refined by location.



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Client information

BY SECTOR

BY CLIENT

All sectors

Industrial

Building and Commercial

Transport

Energy

Water and Sewage

All countries

UK only

Overseas only

		1	2	3	4	5								
		Hist	Hist	Hist	Hist	Early								
AeroPower	United States	0	0	0	0	1								
Al Mahran Developments	United Arab Emirates	0	0	0	0	0								
American Steel Corporation	United States	1	2	1	1	0								
Amrail	United States	0	1	0	1	0	1	2	1	0	1	0	0	1
ANZ Water	New Zealand	0	0	1	0	1	1	0	0	1	0	0	0	1
Auckland City Developments	New Zealand	0	0	1	0	0	2	0	0	0	0	1	0	0
Australian Sport Institute	Australia	0	0	0	0	0	1	1	0	1	0	1	2	0
AustRoads	Australia	0	0	0	1	0	1	0	0	0	0	1	2	0
Breeze Energy	United Kingdom	0	0	0	0	0	1	0	1	0	1	0	1	1
Cane and Beet Sugars	United Kingdom	0	0	0	1	0	1	0	0	1	1	1	1	1
Chicago City Developments	United States	1	0	0	0	1	1	2	1	1	1	0	1	1
Crawford Petrochemicals UK	United Kingdom	0	0	0	0	1	0	1	0	2	0	1	2	0
Dales Water Services	United Kingdom	2	0	0	0	1	0	2	0	2	1	1	0	1
Devon and Cornwall Water	United Kingdom	0	1	0	0	0	1	0	0	0	0	1	1	0
Doha Development Group	Qatar	0	0	0	2	1	0	0	0	1	0	1	0	0
Dubai Holdings Plc	United Arab Emirates	2	0	0	0	0	0	0	1	1	1	1	0	2
East Coast Rebuild	United States	1	1	1	0	0	0	0	0	1	2	0	1	1
East Midlands County Council	United Kingdom	0	1	0	0	0	1	0	0	0	0	0	0	0
Electragen	United Kingdom	1	1	0	0	0	0	2	0	0	1	0	0	0
Emirates Energy	United Arab Emirates	1	0	0	0	2	1	2	1	0	0	0	0	1
English Waterways	United Kingdom	0	1	0	0	0	0	0	1	0	0	0	0	0
Fenlands County Council	United Kingdom	1	0	0	1	1	0	1	1	0	1	0	0	0
First Wind USA	United States	0	2	0	0	0	0	1	0	1	1	1	0	1
Hong Kong Developments	China	0	1	1	1	0	0	0	2	0	1	0	2	0
HS Rail Connection Group	United Kingdom	0	1	2	0	2	3	1	1	2	1	3	2	2
India Power Corporation	India	0	0	0	1	0	0	0	0	0	2	1	2	1
India Railway Company	India	1	0	0	0	2	0	0	0	0	0	2	0	0
India Water Company	India	0	1	0	2	0	0	1	0	0	2	1	1	1

It is also possible to display the up and coming new work by client, with further filtering by sector and location.

The choice of clients could affect marketing decisions as client payment terms vary by client e.g., the company may decide to target a particular sector when making marketing decisions to take advantage of clients in the sector who offer more favourable bonuses for early job completion.

The **client information** option can be used to view the specific payment terms for each client.