

# Market Research

Profiling customers in local and international markets

**Client: Food Freedom**, a social enterprise focused on educating food business and schools about food allergies. Founded by Nicky Gray, who has lived with the struggles of bringing up two children with food allergies and intolerance. She decided to start up a business to improve the awareness and levels of food business and schools in the UK about these issues. **Sector:** Food retail / training

## 1 Context / Challenge

Food Freedom was aware that food business in Spain were more used to cater for people with allergies than the UK. It wished to understand the motivations and actions behind Spain's attitude and how it could translate to the new business.

## 2 What was provided

Food Freedom could not access the Spanish market directly due to language barrier. The company asked then support for researching the Spanish market. The coach has designed an extended primary market research in Spain, focusing on accessing: individuals that suffer from intolerances and allergies; business catering for these specific necessities; and macro-regulatory issues and legislation. Later on, a similar research was conducted for assessing the same factors in the UK. Finally, the assessment and was compiled into a strategic plan.

## 3 What they achieved

Food Freedom learnt the main drivers and factors driven Spain's more favourable approach to food allergies. It also accessed an evidence-base customer profiling that supported the business launch in the following month.

The social enterprise is now operating in Nottingham, UK, providing training courses and EU compliance training for food business and schools.