Sample document. The firms in it are described by their trade, and every figure is illustrative.

Plan for a precision engineering firm

Winning new customers outside automotive

A six-month plan to add two sectors where the firm's machining and certification already fit.

Prepared for

A precision engineering firm, West Midlands

Prepared by

A growth consultancy

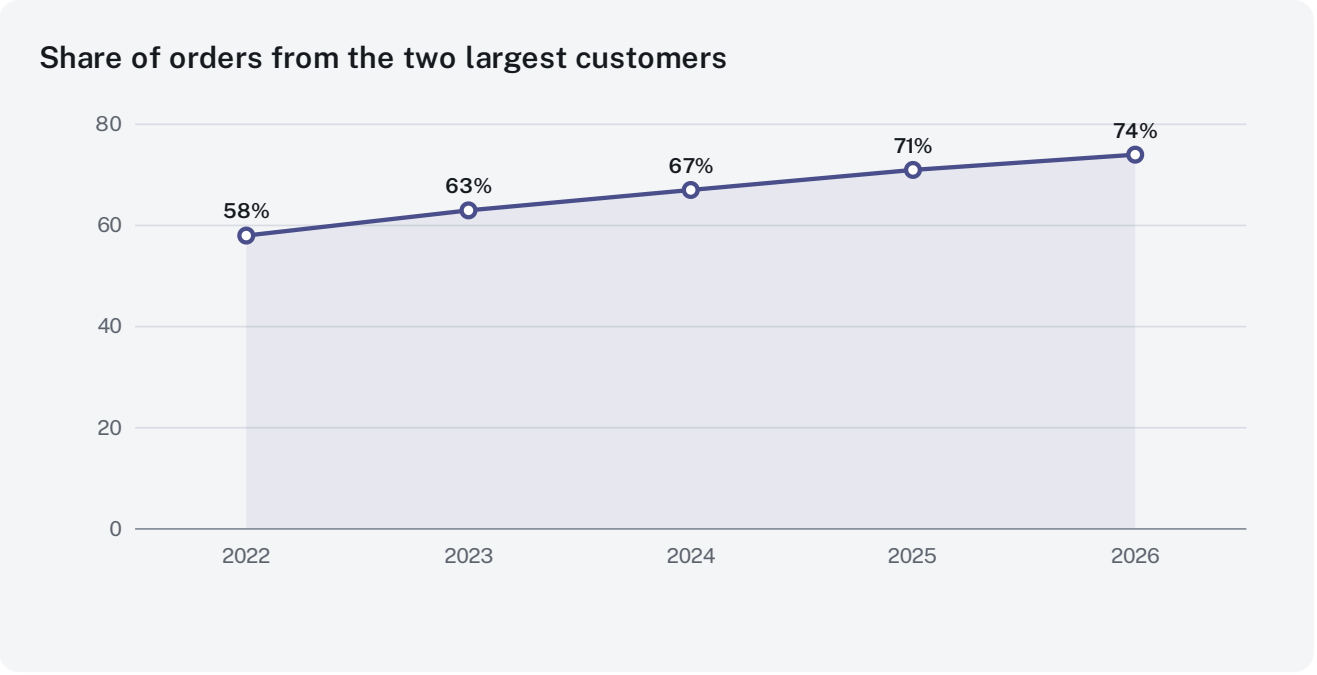
Date

November 2026

Summary

Two customers in automotive account for most of the firm's orders. The plan below adds medical devices and rail, where the firm's tolerances and quality system are already a fit, with a short list of named buyers in each.

Where things stand



SOURCE The firm's order book, financial years 2022 to 2026

Sectors compared

SECTOR	FIT WITH CURRENT WORK	TIME TO FIRST ORDER	PRIORITY
Medical devices	Strong. ISO 13485 is within reach.	6 to 9 months	First
Rail	Strong. Similar parts and volumes.	4 to 6 months	First
Defence	Good, but security clearance takes time.	12 months or more	Later
Food machinery	Moderate. Lower margins.	3 to 4 months	Watch

SOURCE Sector review by the consultancy, October 2026

Goals

12	8	2	6 months
New buyers met	Quotes issued	Trial orders won	Plan length

SOURCE Agreed with the managing director, 6 November 2026

The plan by phase

1. **Month 1: proof.** We turn three recent jobs into short case pages with drawings and lead times.
2. **Months 2 and 3: introductions.** We contact buyers on the list with a one-page capability sheet and a sample part offer.
3. **Months 4 to 6: quotes and trials.** Each enquiry gets a quote within three working days and a named contact.

Roles and responsibilities

WHO	WHAT THEY DO	TIME EACH WEEK
Managing director	Meets buyers and signs off quotes	2 hours
Quality manager	Prepares certification evidence	1 hour
Consultancy	Runs outreach, writes case pages, reports	As agreed

Next steps

Agree the two sectors on a call

Then

1. We send the first buyer list within a week