

Project Snapshot

Company: Tangram Architects
Business: Architecture firm

Project: Research and define and implement strategies to deliver a greater business direction, vision and profitability for the company.

Business and IT

Shaking the foundations of success

Whilst having a reputation as a 'safe pair of hands' is an honourable and respected quality to have when you run a successful architectural firm, it can also mean a reluctance to push the boundaries and shake up the competition. The attitude at Tangram Architects is set to change as they embark upon a new era with a KTP project at LSBU.

After 20 successful years in trading, Tangram recognises the need to review its current market position and long-term business plan. To date the healthcare industry accounts for more than 95% of the company's income and although Tangram has now developed a more than comprehensive knowledge of the healthcare sector they now need to focus on seeking out new commissions. The desire to grow the business and evolve from their current position has led to Tangram looking to their local University for help.

"The practice is ready and willing to explore and embrace new visions inspired by the expertise at LSBU. We expect the legacy of this project to set the framework for a business plan that will be replicable in years to come," says Paul Mercer, Company Director at Tangram.

LSBU Marketing and Strategy Academic, Mikko Arevuo says "this is a very exciting time for both Tangram and the University; we can exchange good practice in both industry and academia to produce a great project with

outstanding results. "

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