



# COMPETITIVE ADVANTAGE PROGRAMME

**Make UK Defence's Competitive Advantage Programme brings together a team of industry experts to provide advice and services to members to aid them in areas such as business strategy, productivity, sales & marketing and security.**

Defence is a uniquely challenging sector, which demands high quality, innovative and safety critical components and equipment, competitively priced, at low volume and often required throughout the life of a programme, which can be over several decades. In this increasingly competitive environment, Make UK Defence's Competitive Advantage Programme aims to help members to thrive both domestically and internationally.

[makeuk.org/defence](https://makeuk.org/defence)

**MAKE**uk  
Defence



### **Business Strategy:**

1 hour free surgery with defence expert Steve Hill to review your Strategic Plan, which is necessary to determine the direction for your organisation.

- Ensure your efforts are focused
- Everyone in the business working towards a common goal
- Agree actions that contribute to business growth

### **Operations Review:**

The Competitive Advantage Programme is led by Make UK Defence's productivity improvement expert, Patrick Lee. Access a 1 hour free Operations Review to discuss any of the following:

- Training needs
- Site layout / development
- Increase capacity
- Improve productivity
- Benchmark review
- Reduce manufacturing lead time
- Quality Assurance ISO9001 / AS9100 etc
- Business Continuity Planning

### **Marketing:**

Our partner Horizon Works are offering a free marketing health check, which looks at all areas of marketing from your strategy, brand, messaging and data to your digital presence, PR, marketing campaigns and your internal and external communications. It includes an initial online assessment, a free diagnostic report, a telephone consultation and a recommendations report. This equates to 2 days of free marketing consultancy.

### **Cyber Security:**

There is an increasing requirement for suppliers to ensure that they have a good level of cyber security in place and as a minimum be Cyber Essentials or Cyber Essentials Plus certified. Together with our Cyber Security partner, ACP, we can not only help you achieve, maintain and exceed industry standards but also help you stay one step ahead of the attackers by fixing vulnerabilities and provide you with the best protection available.

### **HR/Legal**

Make UK's team of HR and employment law experts can support you to protect your business, and manage your people, giving you peace of mind. We will help your business put processes and policies into place, and we help you deal with disputes, grievance procedure and employee engagement.

### **HSS**

Make UK's team of health and safety experts can help you understand the legal obligations and responsibilities of your business.

We understand the risk to your business and help you implement policy, processes and measures to minimise these risks, ensuring your business is in line with industry best practice.

Building the skills and knowledge to keep your workforce safe and healthy.

**To find out more get in touch:**  
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