

Services Attractiveness Heat Map

Introduction:

This map was produced as a high level analysis to identify attractive areas to focus on by identifying the interest particular customers might have in particular services. Similar charts could look at potential profitability of services was of sale etc.

Caveats:

- *The list was drawn up to be useful to me - research time was limited. It should not be considered exhaustive or definitive. Use with caution.*
- *Basis - the ratings used here are based on subjective judgement. They have not been calibrated.*
- *Scope - The focus is on clock customers. Customers for watches or non-horological topics were considered out of scope. (Although many may be common.)*

Structure

Cross references the attractiveness of Services to Customer groups. This is in matrix form, the intersection being marked : H - high, M - medium, L - low, or "-" These have been coloured red, orange, yellow to help make clusters more apparent.

		<i>Conservation</i>	<i>Restoration</i>	<i>Repair</i>	<i>Maintenance</i>	<i>Moving/Transport</i>	<i>Services to Trade</i>	<i>Advice/Consultancy</i>	<i>• Surveys</i>	<i>• Research</i>	<i>• Collections Mgmt</i>	<i>• Auctions</i>	<i>• Appraisal/Valuation</i>	<i>• Acquisition/Disposal</i>	<i>• Historical Congruency</i>	<i>• Interpretation</i>	<i>New Making</i>	<i>• Modernist</i>	<i>• Reproduction</i>	<i>• Components</i>	<i>• Design-Technical</i>	<i>• Design - Aesthetic</i>	<i>Education</i>	<i>• Short Course - Direct</i>	<i>• Sht Cse - Educ Estab</i>	<i>• H Sector Staff Training</i>	<i>• Long Courses</i>	<i>• Distance Learning</i>	<i>• Writing</i>	<i>Trading</i>	<i>Own Shop</i>	<i>• Physical</i>	<i>• Virtual/</i>	<i>Other's Shop</i>	<i>• Antique</i>	<i>• Horology</i>	<i>• Antique Centre</i>	<i>Fairs</i>	<i>Auctions</i>	<i>• Physical</i>	<i>• Virtual</i>	<i>As Broker</i>	<i>Wholesale</i>						
Institutional owners.																																																	
<i>Heritage sector</i>																																																	
Museums																																																	
•National		M	M	L	L	L	-	L	L	L	-	-	-	-	L	L	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
•Local / Regional.		H	M	L	H	M	-	M	M	M	-	-	-	-	M	L	-	-	-	-	-	-	-	-	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
•Independent		H	M	L	H	M	-	M	M	M	-	-	-	-	M	M	-	-	-	-	-	-	-	-	-	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Great Houses																																																	
•National Trust		H	M	L	H	M	-	M	M	M	-	-	-	-	L	L	-	-	-	-	-	-	-	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
•Private		H	H	M	H	M	-	H	M	M	-	M	L	M	M	-	-	-	-	-	-	-	-	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
•Royal collections		L	L	L	L	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<i>Religious</i>																																																	
Churches		L	M	H	H	L	-	L	-	L	-	L	L	L	L	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Palaces/HQs.		L	M	H	H	L	-	L	L	-	-	-	L	L	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Temples		L	M	H	H	L	-	L	-	L	-	L	L	L	L	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mosques		L	M	H	H	L	-	L	-	L	-	L	L	L	L	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<i>Public Sector</i>																																																	
Central Government		L	M	H	H	L	-	L	-	-	-	-	L	L	-	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Local Government		L	M	H	H	L	-	M	-	-	-	-	L	L	-	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NGOs																																																	
•Charities		-	L	M	M	L	-	M	-	L	-	L	L	-	-	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
•Quangos		-	L	M	M	L	-	L	-	L	-	L	L	-	-	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NHS		-	L	M	M	L	-	M	-	-	-	L	L	-	-	-	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<i>Corporate</i>																																																	
PLCs		-	-	M	M	L	-	L	-	-	-	-	L	L	-	-	-	L	L	L	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Hotel Chains		-	-	M	M	L	-	L	-	-	-	-	L	L	-	-	-	L	L	L	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Boutique Hotels		-	L	M	M	L	-	L	-	L	-	M	L	-	-	-	-	L	L	L	-	-	-	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Clubs		-	L	M	M	L	-	L	-	L	-	M	L	-	-	-	-	L	L	L	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Individual Owners																																																	
<i>Inherited Wealth</i>		M	M	H	H	M	-	M	L	M	-	M	L	L	L	-	-	L	L	-	-	-	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	L	-

<i>Self made wealth</i>	L	M	H	H	M	-	M	L	L	-	M	L	L	L	L	L	L	-	-	-	-	L	-	-	-	L	-	-	-	L	-	-	L	-		
<i>Collectors</i>																																				
<i>... of Clocks</i>	H	H	M	L	L	L	L	L	M	-	M	L	L	-	L	L	M	L	L	L	M	M	-	L	M	M	M	M	L	H	L	M	M	H	M	-
<i>...of Objects which incorporate a clock.</i>	H	H	M	L	L	-	L	L	M	-	M	L	L	-	-	-	M	-	-	-	L	-	-	-	L	M	M	M	L	M	L	M	M	H	M	-
<i>... of related mechs</i>	H	H	M	L	-	-	L	L	M	-	M	L	L	-	-	-	L	-	-	-	L	-	-	-	-	M	M	L	L	L	M	M	H	M	-	
<i>Investors</i>	L	H	H	L	L	-	L	M	L	-	H	H	H	L	?	?	-	-	-	-	-	-	-	-	L	L	L	M	L	M	M	H	H	-		
<i>Hand-me-downers</i>	M	H	H	L	M	-	-	-	-	-	L	L	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<i>Mr/Mrs Average</i>	L	M	H	L	M	-	-	-	-	-	L	-	-	-	L	L	-	-	-	-	-	-	-	-	-	-	-	L	-	L	L	-	-	-	-	
Trading																																				
<i>Retail</i>																																				
<i>Clock shops</i>	L	M	H	-	-	L	-	-	-	-	-	-	-	-	L	L	L	-	-	-	-	-	-	-	-	-	L	-	-	-	-	-	-	-	M	
<i>Antique Clock shops</i>	L	H	H	L	L	H	-	M	-	L	-	-	L	-	-	-	M	-	-	-	-	-	-	-	M	M	-	L	L	L	M	H	H	H	-	
<i>Generalist Antique</i>	L	M	H	L	L	L	-	L	-	L	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	M	
<i>Specialist Antique</i>	L	M	H	L	L	L	-	L	-	L	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	M	
<i>Repairers</i>																																				
<i>Clocks</i>	-	L	M	-	-	H	-	-	-	-	-	-	-	-	-	-	H	-	-	M	M	-	L	M	M	L	L	-	L	-	-	L	M	-	H	
<i>Related Items</i>	-	L	M	-	-	H	-	-	-	-	-	-	-	-	-	-	H	-	-	M	M	-	L	M	M	L	L	-	L	-	-	L	M	-	H	
<i>Auction houses</i>	-	H	M	-	M	L	-	M	-	H	M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	M
Enthusiasts																																				
<i>Horology Technology</i>	-	-	-	-	-	-	-	L	L	-	-	-	M	M	-	-	-	-	-	H	H	-	L	H	H	-	-	-	-	-	-	-	-	-	-	
<i>Horology History</i>	-	-	-	-	-	-	-	L	L	-	-	-	H	M	-	-	-	-	-	H	H	-	L	H	H	-	-	-	-	-	-	-	-	-	-	-
<i>Related Topics</i>																																				
<i>Horology is part</i>	-	-	-	-	-	-	-	L	L	-	-	-	H	H	-	-	-	-	H	H	-	L	H	H	-	-	-	-	-	-	-	-	-	-	-	
<i>Similarities to Horolog</i>	-	-	-	-	-	-	-	L	L	-	-	-	H	M	-	-	-	-	H	H	-	L	H	H	-	-	-	-	-	-	-	-	-	-	-	-
Other Trades/Industries																																				
<i>Film, TV, Media</i>	-	L	M	M	M	-	-	M	-	-	-	M	-	-	-	-	-	-	-	-	-	-	-	-	L	L	-	-	-	-	-	-	-	-	-	
<i>Removals</i>	-	-	L	-	M	-	L	-	-	-	L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-