

## PRESS INFORMATION

### 3Spheres UK

Lane End House, Northend Lane  
Sampford Arundel, Wellington, TA21 9QZ

Contact: Ian Stock  
01823 673245  
[ian@3spheres.org.uk](mailto:ian@3spheres.org.uk)

For immediate release

---

### 3Spheres UK launches website

3Spheres UK, the Sampford Arundel based marketing planning and customer research agency, which started trading in April 2009, has this week launched its website – [www.3spheres.org.uk](http://www.3spheres.org.uk).

The company, run by Ian Stock and Vivienne Stock-Williams, brings together a team of professional business people, experienced at senior management level. 3Spheres UK uses this practical knowledge and experience to benefit small and medium sized enterprises (SMEs) and other businesses to improve their marketing plans and activities.

Ian explained the activities of 3Spheres UK by saying "Success grows out of a well planned **marketing strategy**. Even if a company already has a plan or strategy in place, it may be out of date. Change is a fact of life – the economy, competition, organization, technology, legislation - you name it, they all change. As a result no business plan, corporate direction, or product / market strategy is effective for long. So it makes sense to review the marketing plan from time to time.

"The foundation of a good plan is reliable **information**. We believe in the value that good research and information bring to business decisions and marketing activities. An independent view from 3Spheres UK gives companies the confidence to take those important marketing decisions, especially in the current difficult economic conditions.

"**Insight** is about maximising the value of customer relationships. Few companies realise that 65% of their customers are lost because the customers think the business and staff don't care enough about them. 3Spheres UK helps companies understand more about their customers and markets, and to identify the best opportunities for the business."

Ring 01823 673245 or visit the company's website – [3spheres.org.uk](http://3spheres.org.uk) – for more information.

*Ends*

6 June 2009