Innovative New Technology Based Small Firms: Repositioning in a Global Market Place

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Abstract: The research framework underlying the findings reported in this paper, aims to illustrate trends in the market positioning strategies of new technology based small firms (NTBFs). A two-year study funded under ESF Objective 4 involved a total of sixty companies. Twenty companies in the Aberdeenshire area took part between 1998/1999 and a further 40 companies took part in the study in 1999. The study will be completed in May 2000. The methodology employed in this two-year project involved conducting a series of semi-structured interviews with Company Owners/Directors during which they provided examples of markets to which they currently sell and how they position themselves within these markets. This provides the opportunity to comment on observation of the marketing/entrepreneurship interface as seen within the sixty sample companies. This paper explores these issues in relation to the learning experiences of these firms as they endeavoured to maintain their niche markets, whilst identifying new markets and potential new products/services. Questions also aimed to identify organisational strategies, and factors influencing market positioning plans.