DJS Research Ltd Records Record Growth Figures of 32%

Contributed by DJS Research Ltd
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DJS Research Ltd have outperformed the general economic climate â€“ and a number of other market research agencies who have already released their financial figures â€“ to see annual revenues for the year end April 2013 rise to Â£2.9m. This represents an increase of 32% on performance in 2012. This is the 12th consecutive year of growth for the agency, which recently secured the highest combined overall score on the Crown Commercial Service framework agreement, managed by UK SBS.

Speaking about the figures, Danny Sims, Managing Director of DJS Research Ltd, had the following to say:

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â€œTo have 12 years of sustained growth is fantastic in itself, but to now have such a large growth year â€“ one of the biggest by percentage in the market research industry as far as we can tell â€“ is a testament to the continued commitment of our entire team to providing quality research services and to building quality relationships.

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â€œWe continue to recruit, we continue to grow, and we continue to develop new and innovative approaches to problems. Iâ€™ like to thank every single person who is part of DJS and contributes to what we do â€“ and we look forward to another successful year in 2014!â€•

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This growth comes on the back of a recent relocation to larger offices in Cheshire, and represents the first full year of trading in this new locality. In addition, the agency has recently secured Approved Supplier status with a number of major organisations including the Electoral Commission and Meat Promotion Wales. Growth has been particularly strong in a number of sectors, including retail, utilities, chemicals, education and healthcare. This is to some extent backed by new product releases, including the continued good performance of the VoicED Panel and the agencyâ€™s new customer profiling and segmentation tool, Localise.