

DJS Research Ltd Increases Its Turnover by 26%

Contributed by DJS Research Ltd
Thursday, 23 April 2015
Last Updated Thursday, 23 April 2015

DJS Research Ltd, a Cheshire based market research agency, has beaten its own sales target of Â£3.3m, to reach a turnover of Â£3.6 million during the financial year 2014/15, which is a 26% growth from Â£2.8 million last financial year.

DJS Research has broken into the list of the largest market research companies in the UK, as a result of passing the Â£3m mark, and was ranked at 85th place based on MRSâ€™s October 2014 figures. Since 2010, DJS Research has grown by 800% and is now 8 times bigger in terms of turnover. As well as this, in the last 2 years, the market research agency has grown by 63%. DJS Research was ranked as the 7th fastest growing agency in the UK according to the same MRS figures, based on its rapid growth. The growth of the market research agency can be attributed to a number of big contract wins, including several large public sector projects with the DWP, Environment Agency, National Audit Office and BIS. The growth of VoicED, DJS Researchâ€™s education research arm which has increased its revenue by more than ten-fold within a year and also Localise, DJS Researchâ€™s consumer and customer profiling tool, have directly impacted the companyâ€™s success this financial year. The agency is dedicated to developing even further and has set another ambitious growth target of Â£4million in terms of turnover this would represent the 7th consecutive year of double-digit growth. DJS Research have committed to taking steps to ensure that the coming year is also a great success. The market research firm has pledged to recruit more staff, along with investing in, and training, its current team. DJS Research will be holding a recruitment day for graduates in June and seeks to take on three new recruits from the event. The on-going and rapid growth has led to DJS Research winning Business of the Year at Stockport Business Awards. Also, the company also celebrated individual success, with Alasdair Gleed, Research Director, being named the regionâ€™s Business Person of the Year.