



## Business Master File

Standing at over 3.1 million, this database provides a comprehensive view of the UK business market. Using a unique business classification system as well as SIC codes, this file penetrates to the very core of your market. In addition, the records can be selected by a wide range of variables, so you can slim down your list with ease and precision to suit your exact marketing needs. It's the big file that hits even the smallest target. It's not called the "Master" File for nothing.

### Data Hygiene:

The majority of owned databases are created from information generated from the parent company activity. The Whichlist.com Business Master File is a mixture of multi sources thus ensuring a cleaner and more accurate database with a wider selection of criteria and with over 170,000 amendments per week. The result is a 98% deliverability guarantee (4% above industry guidelines). All exercises are passed through the MPS, TPS, CTPS & FPS before despatch, ensuring total peace of mind for our clients.

### Selections:

- Geographical by Country, County, City, Postcode, Radius etc.
- Business Sector SIC, Class Code etc.
- Employee Size Size of workforce at location
- Premise Type Head Office, Single Site, Branch etc
- New Companies Newly Formed, Recently Moved
- Contact Data Telephone, Fax, Email Address
- Financial Data Company Turnover
- Other Selections Ltd, Plc, Importer, Exporter, Industrial Estates plus many more

### Why is Whichlist.com Different?

**Firstly**, our policy is honesty and clarity to our clients. We supply what we say we will and If we cannot do it, we say so

**Secondly**, our counts are provided in 2 hours and orders within 5 hours. Amending and advising to ensure success is our main objective

**Thirdly**, we understand that price is second to quality and accurate targeting. But we still can offer the best value prices on the UK market

**Finally**, as a family company we strive to build up friends within our client base. That means we can talk and solve any problems amicably and quickly

### Some Selections

- Accommodation / Catering
- Advertising / Promotion
- Agriculture Related
- Associations & Non Profit
- Construction Related
- Consultants
- Distribution / Wholesale
- Education
- Engineering
- Finance Related
- Government
- Health
- Import / Export
- IT / Computer Related
- Legal Services
- Leisure inc Sport
- Logistics & Storage
- Manufacturing
- Medical Related
- Misc Unrelated
- Offices
- Professionals inc Medical
- Publishing / Print
- Repairs & Servicing
- Services
- Transport
- Contacts



## Business Master File

### Regional Analysis

Region	% of file	Region	% of File
Scotland	7.63%	North West	12.64%
North East	7.12%	Wales	4.81%
West Midlands	8.95%	East Midlands	12.46%
South West	9.56%	South East	17.57%
Greater London	16.68%	Northern Ireland	2.57%

### Employees Analysis

No of Employees	% of file
A: 1 to 4 emp	53.62%
B: 5 to 9 emp	16.43%
C: 10 to 19 emp	9.64%
D: 20 to 49 emp	6.93%
E: 50 to 99 emp	2.07%
F: 100 to 199 emp	0.92%
G: 200 to 499 emp	0.55%
H: 500 to 999 emp	0.17%
I: 1000 plus emp	0.18%
J: Unknown	9.50%

### Modelled Datasets

- Car / Van/ Lorry Fleets
- Large Consumer Databases
- Large Business Databases
- Eating Places
- Users of Mobiles "On The Move "
- Online Resellers
- Uniform Users
- Sales Forces
- Telemarketing Users
- Exhibitors
- Fork Lift Trucks
- Large People Traffic Flow
- Industrial Estates
- FMCG Companies
- Working From Home
- Foreign Owned Companies
- Top Companies
- New Businesses

### Delivery & Formats

All data can be supplied in a variety of formats to meet your requirements. These formats include:

- Excel (Default)
- CSV
- Access
- Other formats may be arranged on request.

We can supply data by the following methods:

- Email (Default)
- Self Adhesive Labels
- Compact Disc

If you are planning an Email campaign, we also offer a broadcasting service at competitive prices.