

# GTSE: Engineering Trust in a New Market

## Summary

GTSE is a UK-based industrial consumables supplier expanding into the US market.

As a new and largely unknown brand in the United States, the company must determine how to build awareness, establish credibility, and win its first customers.

Students are challenged to design a practical, AI-informed go-to-market strategy focused on trust, messaging, and repeat customer acquisition.

## Industry

Industrial Engineering, Manufacturing Supply Chains, B2B E-commerce, Distribution

## Focus

- Engineering-Focused Market Entry Strategy
- Operational Efficiency & Uptime Support
- Technical Credibility & Trust Building
- AI-Enabled Customer Targeting & Demand Prediction
- Supply Chain Optimisation

## Keywords

AI & Consulting, Engineering Operations, Industrial Supply Chain, Predictive Purchasing, Maintenance & Reliability, B2B Growth, US Market Expansion, Operational Efficiency, Vendor Trust, Repeat Procurement, Data-Driven Decision

# Brief

Hi everyone, I'm Freddie from GTSE, and I'd like to share our challenge with you.

GTSE supplies industrial consumables – the everyday engineering essentials that keep factories running, machines operating, and workshops productive. We're talking about cable ties, fixings, tapes, safety equipment, and maintenance supplies.

They might not seem exciting, but without them, production lines stop, repairs get delayed, and safety risks increase. In engineering environments, small parts can have big consequences.

We're an established supplier in the UK, and now we're expanding into the United States. But here's the problem: in the US, we're unknown.

Most engineers, maintenance managers, and contractors already have trusted suppliers. Many rely on long-standing relationships, local distributors, or large national brands. Switching suppliers carries risk, especially when reliability and uptime matter.

## **So our challenge is this:**

How should a new industrial supplier introduce itself to engineering-focused businesses in the US, and earn trust quickly?

We'd like you to think about this from an engineering and systems perspective. So:

- How do industrial businesses decide which suppliers are reliable?
- What signals prove technical credibility?
- Certifications?
- Product specs?
- Delivery performance data?
- Case studies?

Ask yourself: How could AI help us identify high-need industries? For example, fast-growing manufacturing regions or sectors where downtime is especially costly? Also, how could we position ourselves not just as a seller of products, but as a partner in operational efficiency?

For example:

- Could we help businesses predict when they'll run low on consumables?
- Could we simplify reordering using data?
- Could we use AI to personalise product recommendations based on industry type?

In your solution, please make clear assumptions. Focus on practical ideas we could realistically implement in the first 12 months. Think about technical credibility, operational reliability, and long-term repeat purchasing. It's about engineering trust into a supply chain.

We're excited to see how you approach it. Good luck!

Check us out at: <https://gtse.co.uk/about-us>