Computer Maintenance
This pack has been designed to provide information on setting up a business in the **Computer Maintenance** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **March 2020**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

**What do I need to know about the Computer Maintenance market?**

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- The value of the desktop, laptop and tablet computers market is expected to decline marginally from **£3.1 billion** in 2018 to **£3.06 billion** in 2019. A bigger decline was expected, although Apple’s iPad sales since October 2018 have helped to reduce the drop. Desktops continue to struggle the most out of the three categories, with consumers being driven by mobile working and more modern-looking machines. Laptop sales are also expected to reduce marginally. Manufacturers will hope that 5G capabilities will improve sales, although it seems unlikely at this stage that the new connection will have a significant impact on the laptop market (Mintel, *Desktop, Laptop and Tablet Computers - UK*, July 2019).

- Industry revenue is expected to grow at a compound annual rate of **2.6%** over the five years through 2019-20, **reaching £2.5 billion**. In the current year, industry revenue is anticipated to rise by **1.5%**. Industry revenue has been moderately volatile over the past five years. At the start of the period, an improving economy and increasing household disposable incomes led to consumers being more willing to replace their products (IBISWorld, *Computer & Computer Equipment Repair in the UK*, August 2019).

- The Computer and Computer Equipment Repair industry provides an alternative for businesses and households to the services provided by computer consultants. Rather than investing in new IT systems and involving consultants, potential clients might choose to have old equipment and systems repaired. Computer consultants can face lower custom when demand for computer repairs is high. IBISWorld estimates that demand from computer and computer equipment repair will **grow in 2019-20**, which could threaten expenditure on consultants (IBISWorld, *Computer Consultants in the UK*, December 2019).

- The national organisation for this industry is the [UK IT Association](#). Other industry bodies include [ScotlandIS](#), [Association of Independent Computer Specialists](#), [The UK Computer Services Association](#) and [Association of Computer Repair Business Owners](#).
Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on 0300 013 4753 or email info@bgateway.com.

- **Mintel – IT Services (February 2019)**. In 2018, it is estimated growth of more than 11% was achieved by the IT services sector, including sector inflation of some 2%. This took the total market to £107.9 billion. The major trends of mobile capabilities, big data and the cloud have disrupted conventional approaches to IT along with an increased capability to divert previous capital investment to pay as you go, scalable models of both software and data centres and cloud use. Security issues remain at the heart of decisions.

- **IBISWorld - Computer & Computer Equipment Repair in the UK (August 2019)**. Over the past five years, the number of firms offering computer and computer equipment repair services has increased, boosting the level of competition and weighing on industry profit. Over the five years through 2019-20, industry enterprise numbers are forecast to grow at a compound annual rate of 4.7%. Additionally, increasing levels of IT adoption and computer literacy over the past decade have increased external competition, with some consumers carrying out repairs themselves, with the aid of online tutorials.

There are also a number of online resources you may find helpful:

- **KPMG UK Tech Monitor, April 2019** from KPMG UK. UK tech companies appear to have recovered from the slowdown seen towards the end of 2018, when business activity expanded at the weakest rate for three years. The survey reveals a robust overall growth rate for the sector in the first quarter of 2019 ([https://tinyurl.com/uxbmtd5](https://tinyurl.com/uxbmtd5)).

- **Average Computer Repair Technician Salary in United Kingdom** from PayScale. An early career Computer Repair Technician with 1-4 years of experience earns an average total compensation (includes tips, bonus, and overtime pay) of £16,846 based on 15 salaries. A mid-career Computer Repair Technician with 5-9 years of experience earns an average total compensation of £20,600 based on 8 salaries. An experienced Computer Repair Technician with 10-19 years of experience earns an average total compensation of £17,500 based on 7 salaries. ([https://tinyurl.com/y5g2pvj7](https://tinyurl.com/y5g2pvj7))

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How can I find out about my competitors?

Business Gateway’s online guide to Competitor Analysis explains how to find your competitors, how to research what they’re doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- General business directories such as Yell, Thomson Local or Google Maps
- Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members’ directory; find your local Chamber on the Scottish Chambers website.

Once you’ve identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- Look for articles or adverts in local newspapers, trade press and directories.
- Try to read their marketing material; if the company has an online presence, visit the company’s website as a first port of call. Not only does it give you a better understanding of the company’s activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company’s partners or suppliers
- Search for information on limited UK companies via the Companies House website
- Gain an insight into your competitor’s performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling 0300 013 4753
What about suppliers?

选择和管理供应商可以帮助你决定你需要从供应商那里得到什么，如何找到一个并选择与之打交道的供应商。

贸易协会或行业特定的组织也可能能够推荐供应商或联系人。您也可以使用上述资源来找到竞争对手并找到供应商。

一旦你决定了一个供应商，我们可以运行信用检查来帮助评估其财务稳定性。我们免费提供信用检查；如果您对使用该资源感兴趣，请发送info@bgateway.com或拨打0300 013 4753。

Who are my customers?

您的业务计划应包含关于您期望的客户的信息。业务 gateway 的指南《保留和发展您的客户基础》将帮助您识别您的客户是谁，如何使用此信息更有效地销售，并如何积极地在市场中竞争。

可以按地理位置、年龄或生活方式对客户进行分组。下面的网站是免费获得的，可以提供大部分这些信息。如果您从这些网站找不到您想要的信息，请联系我们，我们的团队将很乐意帮助您：

- 访问最新的人口估计来自苏格兰国家记录（NRS）。NRS 还提供了每个苏格兰地区的人口概览，可以提供您将所在的地区的汇总统计数据。
- 最近的人口普查信息于 2011 年通过官方网站发布。请特别注意地区概览。点击您感兴趣的地区将提供最新的人口统计数据，包括年龄估计。
- 了解苏格兰地方拥有互动的城镇和城市概览。这对理解城镇之间的相互关系和流动非常有用，还可以比较两个或多个地方。
- 苏格兰政府统计提供准确的苏格兰人口、健康、教育和住房统计数据。
- 苏格兰家庭调查提供了关于结构、特征、态度和行为的苏格兰家庭的数据，包括国家和地方层面。
- 英国国家统计局（ONS）是英国认可的国家统计机构。ONS 覆盖了广泛的经济和社会问题。
How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

**Accountancy**

Institute of Chartered Accountants of Scotland’s (ICAS) “Find a Chartered Accountant” tool

**Funding**

Practical information on finance and funding for starting and growing your business

**Insurance**

Business insurance guide

**Legal Help**

Gov.uk “Licence Finder” tool

Law Society of Scotland’s “Find a Solicitor” tool

**Pricing**

Business Companion Pricing & payment guide.

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

**Promotion**

BG guides to Marketing

**Training**

Skills Development Scotland’s My World of Work

Funding for training

Small Business Bonus Scheme (Scotland)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on 0300 013 4753 to find out what is available in your area.

We hope you find this Market Report useful and we’d love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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**Updated by:** Aleksandra