

Planning Opportunity Intelligence - Sample Opportunity List

Illustrative shortlist for a specialist commercial roofing/cladding supplier. The service filters official planning records by trade, region and project characteristics.

Example opportunity shortlist

Project signal	Location	Why it matched	Recommended sales action
Manufacturing / warehouse expansion	Tipperary	Industrial extension, warehouse space and production use suggest strong development potential	Review planning details, contact planning officer
Logistics campus extension	Meath	Warehouse/logistics expansion is strongly aligned with county objective of strategic building support	Qualify project stage and building support
Industrial development	Kildare	Manufacturing / industrial use and project scale indicate potential for high-value development	Review description, contact planning officer

How projects are filtered

Filter	What it does
Trade relevance	Matches project descriptions to the products or services the client actually sells.
Commercial scale	Prioritises stronger commercial signals and reduces low-value domestic noise.
Geography	Limits results to the counties or regions the client can realistically serve.
Source quality	Keeps the planning authority, application reference and official source available for independent review.
Exclusions	Removes obvious domestic, duplicate and irrelevant records.

Important

A planning application is a project signal, not an invitation to tender and not a guarantee that procurement is open. The customer's own sales process is used to qualify the project after the signal is identified.