

Case Study

Strategy Support to a Consulting Firm Exploring the Potential for Providing Service to the Oil & Gas Industry



About the Client

- The client is a leading global consulting firm based out of Europe
- Their main focus is to provide high level strategic and performance-oriented advisory services

Business Objective

- As part of their strategy to acquire clients in the oil and gas industry, our client was evaluating the potential of this market, focusing on targeting the major companies in the sector
- To support their plans, they wanted to first understand the industry, business dynamics, government policies and initiatives, and also benchmark the performance of the top players within each segment

Results & Value Add

The end deliverable helped our client:

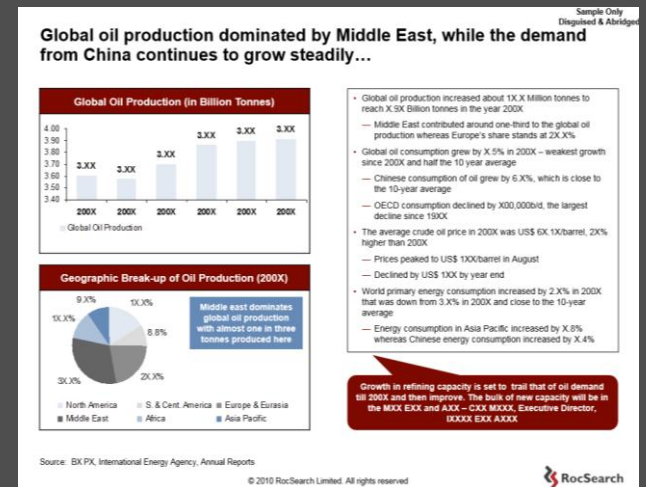
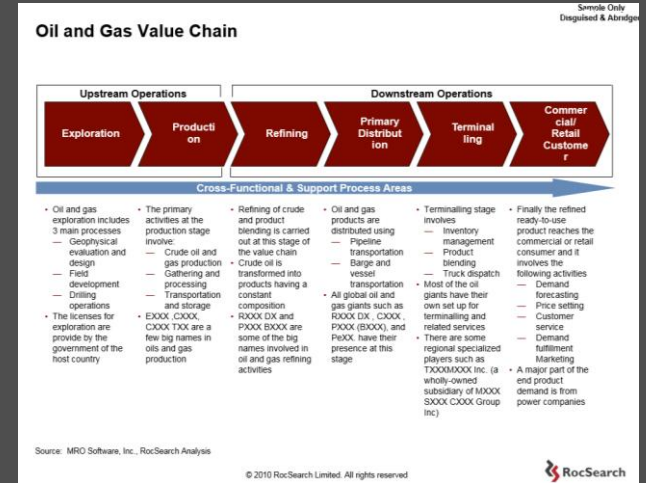
- Develop an in-depth understanding of the oil and gas sector
- Understand the potential roadblocks and problems faced by the oil companies, leading to identification of consulting opportunities
- Gauge the business outlook and potential of the industry

Research Methodology and Approach

The overall project was divided into two phases:

- Phase I: We analysed the industry based on a set of parameters agreed upon with our client
 - Value chain and supply chain
 - Demand and supply dynamics
 - Trends affecting the industry and the role of national oil corporations
 - Challenges faced by the industry
- Phase II: Benchmarking the performance of the top players in the sector
 - Profiling of key players in the segment
 - Competitive landscape

Screenshots



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