



## Case Study

Strategy Support to a Consulting Firm Expanding its  
Services in the Oil & Gas Industry



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## Strategy Support to a Consulting Firm Expanding its Services in the Oil & Gas Industry



### About the Client



- An Europe based global consulting firm
- The client's key focus is to provide high-level strategic and performance-oriented advisory services

### Client Objectives / Goals



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

### Approach and Methodology

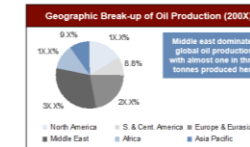
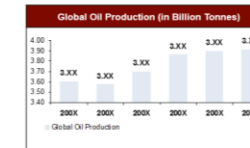


- Analysed the industry based on:
  - Value chain and supply chain
  - Demand and supply dynamics
  - Policies and regulations by region
  - Trends affecting the industry and the role of national oil corporations
  - Challenges faced by the industry
- Benchmarked the performance of the top players in the sector by:
  - Understanding the competitive landscape
  - Conducting comparable analysis
  - Profiling the key players by segment

### Sample Output



Global oil production dominated by Middle East, while the demand from China continues to grow steadily...



- Global oil production increased about 1X.X Million tonnes to reach X.5X billion tonnes in the year 200X
- Middle East contributed around one-third to the global oil production whereas Europe's share stands at 2X.X%
- Global oil consumption grew by X.X% in 200X – weakest growth since 200X and half the 10 year average
- Chinese consumption of oil grew by 6.X%, which is close to the 10-year average
- OECD consumption declined by X00,000bbl, the largest decline since 190X
- The average crude oil price in 200X was US\$ 6X.1X/barrel, 2X% higher than 200X
- Prices peaked to US\$ 100/barrel in August
- Declined by US\$ 100 by year end
- World primary energy consumption increased by 2.X% in 200X that was down from 3.X% in 200X and close to the 10-year average
- Energy consumption in Asia Pacific increased by X.4% whereas Chinese energy consumption increased by X.4%

Growth in refining capacity is set to trail that of oil demand till 200X and then improve. The bulk of new capacity will be in the MXX XXX and AXX – QX XXXX. Executive Director, XXXX XXX XXXX

Source: IEX FX, International Energy Agency, Annual Reports  
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### Results / Value-add



The client was able to define its service offerings for the oil & gas industry based on the trends and challenges identified in the study

The study helped the client identify key potential customers for the new service offering