

Case Study

Strategic Research on the UK Risk Advisory Market



Case Study

Strategic Research on the UK Risk Advisory Market



About the Client



- The client is a large global audit and advisory firm

Client Objectives / Goals



- Develop a three year strategy and business plan for its Risk Advisory Practice in the UK
- Identify potential market opportunities in the country, and assess competitive positioning within the following service lines:
 - Risk
 - Performance
 - Technology
 - Finance

Approach and Methodology



- Conducted a detailed analysis of the market to analyse market trends, future outlook and market positioning
- Profiled key competitors under the categories in focus. The competitors included Big 4 firms, strategy firms and niche consulting firms
- Held detailed discussions with key decision makers in IT and Finance departments of more than 250 top ranking global organisations in order to validate the findings

Sample Output



Key competitors – Breadth and depth of service offerings

	Strategic Technology and Consulting	Financial Services	Infrastructure and Government	Market Entry
Competitor 1	●	●	●	●
Competitor 2	●	●	●	●
Competitor 3	●	●	●	●
Competitor 4	●	●	●	●
Competitor 5	●	●	●	●
Competitor 6	●	●	●	●
Competitor 7	●	●	●	●
Competitor 8	●	●	●	●
Competitor 9	●	●	●	●
Competitor 10	●	●	●	●

Results / Value-add



Helped the client to better understand the market and enabled them to prioritise the level of various advisory services based on opportunities and size of potential addressable markets