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Strategy
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Business Case

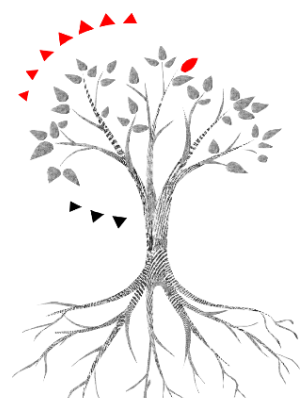
“Development of a Concept for Investor Acquisition”

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“Development of a Concept for Investor Acquisition”

Industry	Public Sector
Functional Practices	Corporate Strategy
Client Description	<p>The client, a public regional business development agency, has the purpose of serving its municipality with several services, with the aim of increasing economic attractiveness. One of the major objectives is the development of the two business parks of the municipality. Additionally to this effort, the agency is responsible for city marketing with the goal of creating a varied and exciting city life by organizing events and fairs.</p>
Mandate	<p>The client faced a problem of the under-utilization of its business parks that fell below former stated expectations. In an effort to identify causes and to develop a new concept for acquiring investors and companies for the location, an external view was requested.</p>
Methodology & Achievements	<ol style="list-style-type: none">1. Executed an industrial site analysis (including interviews with existing companies at the location)2. Performed a strategic group positioning of the business parks in comparison with other business parks in Germany3. Executed a competitor and benchmark analysis4. Performed screening of marketable land and property locations5. Executed a SWOT analysis6. Created three strategic models to acquire potential investors and companies7. Prepared analysis outcomes and strategic reports8. Presented recommendations for further action in front of the board members and the mayor of the municipality



Please contact us for further information.
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