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# Business Case

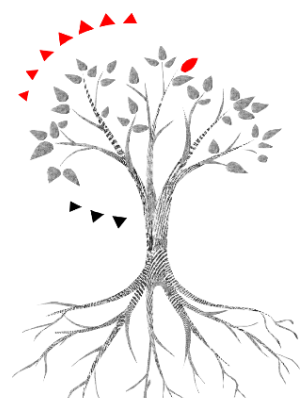
“Market Entry Strategy Development I”

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## “Market Entry Strategy Development I”

<b>Industry</b>	Oil & Gas
<b>Functional Practices</b>	Transaction / Mergers & Acquisitions
<b>Client Description</b>	<p>The client is a state-owned oil and natural gas corporation. He produces oil and natural gas, operates the country's two oil refineries and the oil and gas pipelines throughout the country. The client oversees the international consortia that is developing new oil and gas projects in within its country. Worth \$20 billion, the company owns several fuel filling stations in Georgia, Ukraine, Romania and Switzerland.</p>
<b>Mandate</b>	<p>For a new internationalization approach with the aim of expanding in western Europe, the client was seeking investment opportunities within its existing business. Detailed investigations of purchase opportunities in the sector of fueling stations (downstream) in Europe were targeted to build the fundamentals for a derived market entry strategy.</p>
<b>Methodology &amp; Achievements</b>	<ol style="list-style-type: none"><li>1. Executed a context and industry analysis for the downstream market (Oil &amp; Gas) in Europe</li><li>2. Conducted a strategy workshop on how to enter the European downstream market by taking over fuel station networks</li><li>3. Developed a long list of potential investors</li><li>4. Executed a strategy workshop to define funnel criteria for long list</li><li>5. Developed a short list of potential investors</li><li>6. Set up contacts and appointments with potential investors</li></ol>



Please contact us for further information.  
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