

Opportunity identification and
assessment in the renewables
sector

Major service provider



Our client wanted to identify the opportunities to stretch their conventional service offerings and capabilities into the offshore renewables market.

We approached this work from two complementary angles:

- We undertook secondary research of six of our client's peer competitors to understand their strategy with regard to service stretch and any involvement in offshore renewables.
- We also evaluated the apparent level of success of the strategy employed.
- We interviewed a selection of end-users / operators in terms of trends and themes they are seeing

We provided a current and relevant input into our client's strategy development for offshore renewable market entry. We provided:

- A summary of competitor activity in offshore renewables (wind, wave, tidal etc...) and level of success of strategy.
- An indication of market pull and buyer trends and preferences from our clients potential offshore renewable end user customers.

