



Focus: Onshore Wind

Geographical Scope: France, Germany, United States

Challenge

Our client, one of the leading developers and manufacturers of wind turbines, was experiencing growing competitive pressures. In order to improve its positioning in the market, the client decided to expand its offerings in the service sector. For the purpose, the client wanted to team up with/ acquire an ISP (independent service provider) able to provide full scope maintenance services.

Our Approach

Our best consultants performed a throughout screening of all ISP on the market and their service offerings. Top five ISPs that fit our client diversification strategy were profiled in detail. Through the means of primary research we approached past/current employees and customers of the selected ISPs to understand their key strengths, weaknesses and unique selling propositions. A cooperation model was finally built, which shows the ISPs willingness to team up and the business growth potential following acquisition.

Outcome

The client's high management team was able to choose the ISP that best fits its future business growth strategy and is currently in the process of approval to team up/acquire the selected provider. This will ultimately bring the client in a better competitive position by expanding its service offerings.

