

CASE STUDY

GSL



HOW A MAJOR COMPANY ADDRESSED A KEY SPORTS INFRASTRUCTURE PROJECT OPPORTUNITY

Our client GSL (now part of the G4S Plc group), was looking to identify and address the business opportunities arising from a major sports infrastructure project.

We helped GSL by analysing their business structure and key capabilities, across three business divisions and specialist business units. We then mapped GSL's key capabilities against the potential clients (at multiple levels within the supply chain) to be found in and around the major sports infrastructure project. Finally we used our in-house database to map GSL's key capabilities against the current, forecasted and projected contracts arising from the project.

The result of our assignment was a detailed opportunity matrix which enabled GSL to position itself for the most strategically significant opportunities at the most favourable point in the supply chain, and with the most favourable timing in the project lifecycle.

Chris Fountain, GSL Director of Business Development, Private Finance Unit said: "Phil's work was extremely useful in helping us achieve an overview of the opportunities available from this major project, and then working out a prioritised sequence of actions to position GSL in the right place at the right time, to be able to compete effectively for them."

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