

HELPING A UK-BASED COMPANY REPOSITION IN WESTERN CANADA TO UNLOCK NEW MARKET OPPORTUNITIES



A Leading Engineering, Procurement, and Construction Firm

The Client came to PreScouter for help understanding the competitive landscape in Western Canada in order to effectively reposition in the market.



CHALLENGE

The challenge for PreScouter was to identify contractors serving upstream and downstream oil & gas processing companies operating in various industry sectors as well as to identify and evaluate pipeline opportunities in Western Canada for benchmarking and making strategic decisions.



APPROACH

PreScouter researched each market (upstream and downstream), and scanned contracts to identify key competitors in Western Canada. The PreScouter team then researched each key competitor in depth and obtained relevant information such as their experience (current and previous projects), current customers, and employee breakdown.



OUTCOME

PreScouter identified and researched **11 key competitors**, highlighting relevant insights and data points for the Client. Information about each that was presented to the Client included the company's structure (e.g., size, operational region, subsidiaries), financial situation and business segmentation, market share, litigation risks, leadership, employee distribution, and key projects. Furthermore, by identifying areas for technology innovation and analyzing regional government policies and regulations, PreScouter identified a number of market opportunities for the Client.



Impact of PreScouter's Work: PreScouter's insights allowed the Client to quickly obtain a wide, in-depth view of the market's unmet needs and better understand the competitive landscape.

