

Expanding a client's footprint in Brazil's market to increase penetration

Situation



The client had traditionally maintained a modest presence in Brazil, built around certain manufacturing activities, a Management Systems organization and a small marine business. The company's low market penetration, focusing on traditional services, was accompanied by limited local staff and revenue, with flat and even negative growth. Although the acquisition of two other companies in Brazil had increased to some extent the client's footprint in the local market, most work was being carried out for non-Brazilian clients.

Action



Upstream Oil & Gas Consultants:

- Provided the client with a clear description of the Brazilian offshore upstream oil & gas market and its future evolution, in order to assist with the identification of emerging opportunities and market expansion potential
- Identified and detailed main competitors and their activities in Brazil
- Identified and mapped main clients and potential future demand
- Identified historic trends and developed forecast for offshore industry until 2030 (including production and drilling activities)
- Assessed Investments, CAPEX, OPEX and market size outlook

Result



The client received a complete overview of the Brazilian offshore upstream oil & gas sector until 2030 in support of its future strategy in the Brazilian market. In addition, the client obtained from IHS Markit three possible market expansion strategies and revenue projections for each, enabling an informed decision for its Brazilian market.

For more information visit
www.ihsmarkit.com/upstream-consulting