MARCHMENT HILL
- consulting -

Helping our client shape its retail strategy

the challenge

Our client, an energy retailer in Western Australia, sought opportunities for profitable growth in the electricity and gas markets. However, regulatory constraints and a scarcity of available infrastructure limited their available means to do so.

Marchment Hill was engaged to identify, quantify and prioritise growth opportunities and to develop plans to overcome strategic obstacles in Western Australia, as well as nationally.

what Marchment Hill did

Marchment Hill analysed the feasibility and benefits of a range of investment opportunities in the electricity, gas and carbon sectors including partnership arrangements, local geographic expansion, and product diversification.

Marchment Hill also conducted several feasibility studies on carbon/renewable venture opportunities including combined heat and power, renewable energy, micro-generation, carbon trading and advanced metering. Their respective likelihood of success was assessed via financial modelling of product uptake, use profiles and pricing.

Marchment Hill delivered a high level integrated strategic growth plan, setting out key activities, milestones, capital requirements and likely external impacts over a seven year timeframe.

engagement profile

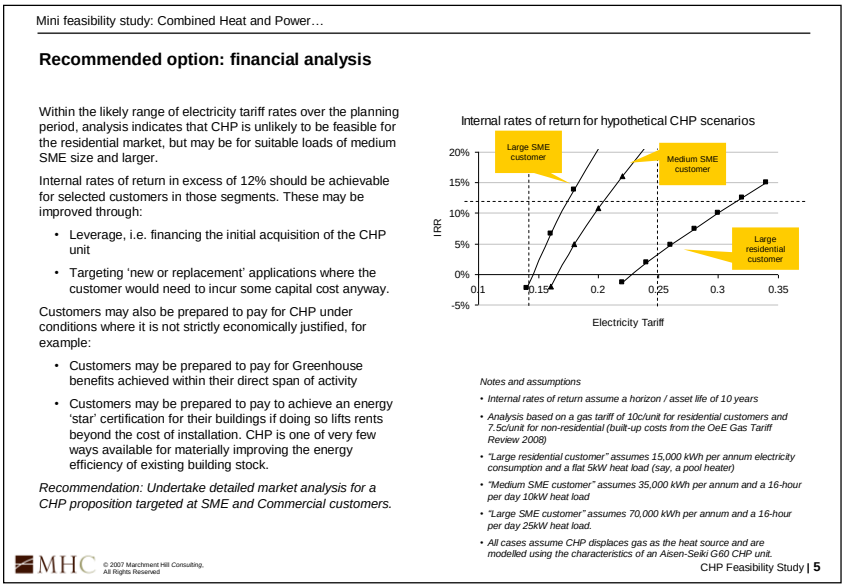

Figure 1: Recommended Option – Combined Heat and Power

Marchment Hill conducted several feasibility studies on carbon/renewable venture opportunities, including combined heat and power.

the benefit

Our client gained the necessary confidence and clarity to make a number of critical strategic decisions which would position them for long term growth – with enough analytical rigour to be comfortable with the risks that these decisions entailed.

Our client's confirmed customer retention and branding strategies have also better positioned them for eventual full retail contestability in the Western Australian energy market.

engagement profile