



# MARCHMENT HILL

- consulting -

## Renewable Energy Market Analysis for Utility Service Provider

### the challenge

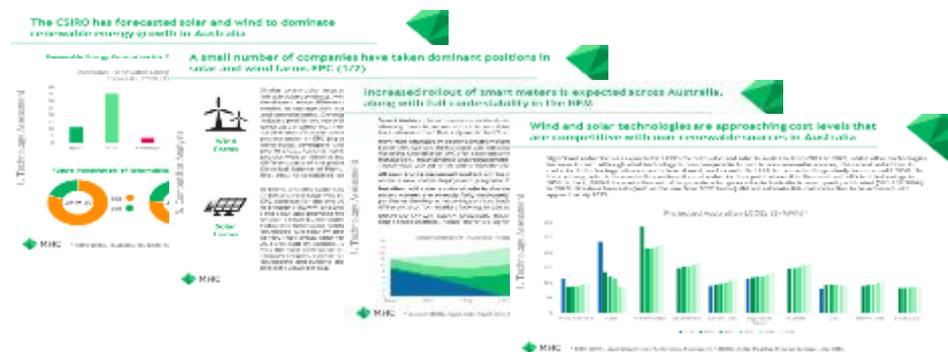
Our client, one of Australia's largest service providers to the utilities industry, was assessing opportunities to pursue new business in the Australian and New Zealand renewable energy sector. It required a clear and up to date view of the addressable market for electrical services related to renewable generation over the next five years. MHC was engaged to complete a study of these markets and support the strategic decision making of this service provider.

### what Marchment Hill did

The scope of MHC analysis included forecasts of market size for the relevant technologies, an external market environment assessment, a customer and competitor analysis, and an evaluation of market risks and opportunities for our client. The study covered both Australia and New Zealand.

MHC relied heavily on its internal knowledge and data library to undertake the analysis required to complete the study. We also integrated this with other sources, such as industry reports, information from regulatory bodies and industry media, and validated our findings through interviews with industry professionals.

In addition to the Market Analysis Report, MHC provided its client with a database of renewable energy projects in Australia. This database included completed, under construction and planned projects and provided project details including the owner, developer, contractors involved, timeframes and costs.



### the benefit

Our client gained some crucial insights into the industry including:

- The rise of solar as a technology which was forecast to attract significantly greater volume of investment in new large-scale renewable generation capacity;

engagement profile

- The dominant position that a small number of Australian service providers have already taken in large-scale solar and wind farm construction; and
- The diverse nature of small- to medium-scale renewable energy customers, e.g. councils and mining companies now developing their own solar farms.

As a result of this market study, our client had the information necessary to assess its overall competitiveness in the market, potential market positioning and target market share. Ultimately MHC work informed our client's decision on an approach to the renewable energy market in Australia and New Zealand.