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"EPC SUPPLY CHAIN STRATEGY" CASE STUDY



ABOUT THE CLIENTS	
Industry	**Oil and Gas**
Revenues	**$1 billion**
Employees	**5,000**
Location	**Saudi Arabia**
BSI Service or Solution	**Business Strategy**

Key Challenges

- Traditional agent role eroded by market reform
- Complex channels of trade
- Needed to build a more defensible competitive advantage for the long run

Why BSI was Selected

- Oil and gas supply chain experience
- Experience with EPC projects and channels
- Deep connections with international EPCs

Project Scope

- 16 in-depth studies of EPC projects in Saudi Arabia
- Western, Asian, and Saudi Arabian EPC Firms
- Refinery, Water Treatment, Petrochemical, Mining, and Power projects

Project Approach

- Gathered intelligence on the process, timing, roles, and outcomes of EPC tenders
- Analyzed Key Success Factors
- Assessed the potential for "home country" favoritism
- Developed recommendations to most effectively enter the channel

Operational Benefits Realized

- Established a successful sales approach through EPC firms
- Deployed the right resources in the right places to maximize sales through EPCs

Financial Benefits Realized

- Accelerated profit stream by 12-24 months
- Diversified and balanced project portfolio by channel and profit margin