

Bomar Offshore Ltd.

Testimonial

"Garry came recommended to us through a business associate. We needed someone with his skills to work throughout our current business structure and to identify areas where potential business improvements could be implemented. Garry has a very strong work ethic and is a self-motivated team player."



Garry had proven to be an asset to the company in the short period of time at Bomar Offshore Ltd and he fulfilled his objectives in accordance with the assignment brief.

A very personable individual - we would definitely recommend him."

Robert Lyon - Director

Bomar Offshore Ltd.

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Project Brief

Bomar Offshore Ltd provides a specialised service and solutions to the offshore Oil & Gas Industry. The service they provide covers full detailed offshore surveys of all fire doors, windows and enclosures.

They supply, install and carry out a maintenance service that ensures new and existing doors, windows and enclosures stay within the certification requirements specified by the original manufacturer.

My brief was to establish and develop a dedicated Commercial Business Strategy for the organisation as they looked to diversify a number of their product and service offerings, help them to identify new market sectors to approach, streamline their manufacturing, business and delivery operations.

Then, utilising a range of new marketing and networking activities, this would help them to enhance their abilities and seek out new business opportunities across a wider market sector.

Scope of Work / Commercial Activities

- **Commercial Business Strategy**
 - Market Assessment
 - Market Opportunity
 - Market Potential
 - Competitor Analysis
 - Risk Analysis
 - Product / Services Development Strategy
 - Product Marketing Strategy
 - Resource Analysis
 - Marketing and Sales Strategy
 - Business Project reporting and accounting methodology
 - New technologies to enable all the above.
 - Ownership / Accountability / Visibility
 - Marketing / Sales / Delivery operations