

Market Attractiveness


Business Positioning Offshore

Quick overview

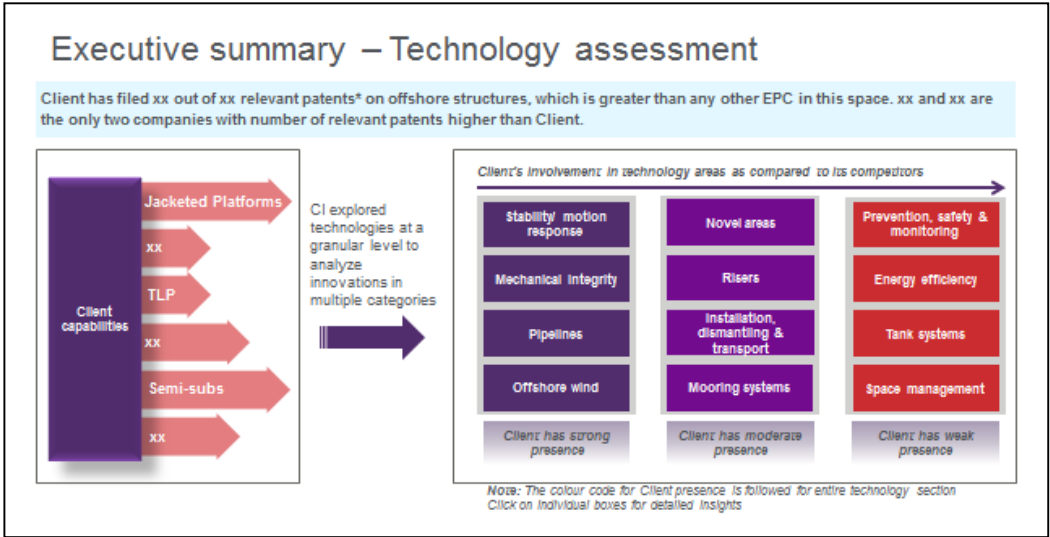
Our client, an EPC player, operating in Floating platforms: FLNG, FPSO, spar, TLP and semisubmersible domain, was struggling to retain and revive its market share in an already declining market; therefore client wanted to re-evaluate its offshore segment strategy and develop a focused growth plan.

Client success

The support and insights FutureBridge delivered, helped our client in understanding the country-wise offshore opportunities and a road map for opportunities till 2025. Our analysis answered several of our client’s critical business questions including:

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With decline in drilling activity, O&G EPC players are struggling to retain their market share. How can EPC players retain and revive their market share in declining business environment?
- What are the new growth opportunities within offshore segment?
 - How can Client improve its value proposition?
 - What do the oil companies expect from EPC players?



FutureBridge conducted extensive primary and secondary research to gain insights on the current market trend and attractive market opportunities. Our research included:

- Analysis of the current market potential of the offshore O&G industry
- Benchmarking of the identified assets on the basis of parameters such as reserve size, field development status, existing infrastructure, FID status of project, water depth, etc.
- Benchmarking technology portfolio of client with its close competitors to identify gaps and areas of competitive edge
- Assessed customers perception towards client’s offering and identified emerging needs of those customers.

FutureBridge further analyzed and provided comparative regional landscape of key geographies where oil & gas companies are investing in offshore segment.

Also, FutureBridge helped the client in understanding oil companies PoV to invest in offshore wind and wave energy, and its implications for a preferred EPC company.

About FutureBridge

FutureBridge tracks from 1 to 25 years, how industries and sectors will evolve, develop, and innovate. We keep your business ahead of the technology curve. Propel your growth, identify new opportunities, markets, and business models. We can answer your key strategic questions. Facilitate focused, tailored solutions and partnerships using our platforms and programs, with access to global information ecosystems and key industry players for their insights and expertise.