



Spark ◦ Engage ◦ Navigate ◦ Weld

Journey:

STRATEGIC ADVISORY

Client

State-of-the-art Oil & Gas Engineering Services Co.
in Ras Laffan Industrial City in Qatar.

Opportunity

The founder & CEO of the company had financed the entire project and gathered the best team of engineers and a line up of some of the most advanced machinery and equipment. Facing headwinds and challenges to sell and market its service in a highly competitive industry and discriminating sector against newcomers.





Solution

Over a course of 3 months Incubeemea analysed the value proposition of the company, working intimately with the CEO re-calibrating his mindset containing the chatters of headwinds, and instead building confidence and drafted a new Sales & Business Development Strategy for the client.



ENGAGE

Methodology

Helped the client to revisit its competitive intensity appetite, and reset its existing business model with the objective to carve out 3 specialised white-non-occupied spaces leveraging capacities and capabilities and make it uncontestable for competitors.

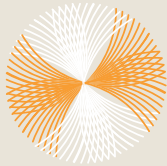




NAVIGATE

Recommendation

- Do not dwell on industry biases
- Communicate new strategy
- The industry is not SME-friendly
- Leverage and amplify mind-set
- We are always the emergency choice
- Guaranteed agility and quality
- Articulate weight of tech and craftsmanship



WELD

Outcome

< Client has secured more than 4 major long-term contracts with IOCs (international oil companies) and drastically enhanced its regional and local standing by holding an outstanding and well organised launch event that was attended by 200+ key decision makers in the Energy Sector and moderated by Incubeemea.