

# CASE STUDY

## Anglo Petroleum



### Brief

Anglo Petroleum was a leading independent petrol retailer in the UK. It was undertaking a strategic review of how to optimise value in its retail outlets. This included a radical re consideration of the way in which the petrol retail outlets were utilised for maximum business value generation.

### Approach

The market size, share and opportunity value for the various options needed to be researched and analysed to identify key opportunities. These included co branded loyalty cards, high class food retailing, mobile telephone mast rental, delivery services and banking.

For each of these opportunities the market was researched to give potential share and growth potential for Anglo's retail outlets, using partners with expertise in those markets. This was then benchmarked against competitors. An appropriate profit share was then analysed to give a value to Anglo for developing the opportunity.

The opportunity values were then categorised according to business priority and a feasible timescale.

### Outcome

Anglo was given a succinct analysis highlighting the key value opportunities for business development from its retail outlets. This then facilitated the decision by Anglo management on the best way forward in developing these opportunities.



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