

## ■ Case Study

### -Strategic Review for UK Professional Services Firm

#### Synopsis

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*A top 10 UK professional services firm, in infrastructure design and project management, required a major review of its market sectors and sources of potential income for its 2002/5 business plan. ServQ worked with the client's directors to evaluate the future markets by geography, sector and function. This enabled "right shaping" and more accurate resource planning for future years.*

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#### Methodology

Using a wide range of data and information sources on the relevant geographies and work sectors, ServQ:

- Carried out detailed research on the UK markets, evaluating the total sector income potential for each of the relevant geographies
- Assessed target fee income, by geography, sector and technical function - to balance against the client's functional resources
- Produced a major interactive business model allowing the client's UK board to assess market stress points, future resource needs and functional work allocation, by office.

This business model also accounted for the international work transfer from Europe, the Middle Eastern, ASEAN and Australian markets.

In planning and delivering the strategic model, ServQ worked very closely with the client's technical and commercial directors to ensure that:

- Relevant centres of expertise contributed their knowledge, skills and commitment to the planning process, given they would be asked to deliver the relevant fee incomes downstream
- There was agreement over the geographic and sector targets
- Relevant resources were allocated against these geographies and sectors

#### Outcome

The client received an objective appraisal of the market potential by business unit, geography, sector and function. The model also compared current against future technical resource requirement, enabling the identification of any surplus or deficiency. The model was completed with the full co-operation and understanding of the client's technical and commercial directors - to re-profile the business for the forthcoming years.

#### Reference

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