

Case Studies I

1 A small energy company operating in the UK (1 million customers) currently has an operating profit of 2%. They want to double that margin to 4%.

What would you recommend?

2 A large Middle Eastern airline is looking to upgrade some of its fleet to larger planes. Firstly, estimate how many passengers come through Dubai airport each year and secondly, what should the CEO consider before they upgrade the fleet?

3 An African bank is looking to enter the UK market, aiming to capture a proportion of the migrant community. The board have asked your advice on an entry strategy.

4 The Crown Prince of Dubai is looking to sell Dubai. Whilst he is happy to sell, he does not want to be remembered for selling too cheap.

What price should he sell Dubai for?

5 There has recently been a merger between three tap manufacturers, one based in the US, one based in the UK and one based in Japan. A new Chief Revenue Officer has just been appointed and wants to double revenues.

What would you recommend?

