



Sourcing Execution & Optimization

Identified options and acted as a confidential conduit to screen potential partners in support of an OEM growth strategy

Challenge

A global premium transportation OEM was seeking to enhance brand awareness by establishing a strategic partner for entry into new product segments in Asia. Support was requested to create a targeted list of potential partners and engage in preliminary discussions. Client desired to remain confidential throughout first stage screening in order to objectively assess targeted company fit, capability, and willingness to partner.



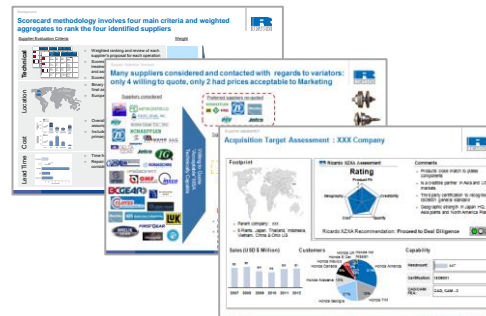
Approach

- Facilitated a one day workshop to align partnership objectives and create robust evaluation criteria
- Screened over 175+ potential partners using an objective methodology resulting in a six companies for direct engagement
- Developed an engagement playbook to extract key information in assessing partnership positioning for success
- Arranged meetings and traveled to Asia to speak with top-level leadership onsite at each target company to gauge preliminary interest levels and fit while maintaining client confidentiality



Recommendation

- Validation of client growth strategies through market assessments and volume projections
- Analysis on customer expectations to appropriately position newly developed products to achieve desired volumes



Results

Prioritized list of high potential companies that best support client objectives including:

Analysis of target company partnership expectations regarding structure, objectives, and attractiveness

Detailed summaries of target companies' existing portfolio and interview results

Preliminary risk assessments and possible mitigation plans for each scenario