

Using expertise to guide the formulation of an overseas business

When it came to establishing a new business in Algeria, our client needed help to determine their organisation and working strategy. They had options available to them under the licence agreements but were not able to understand the advantages or disadvantages each option held.

Thism was recommended to the company not only for its expertise in project “start up” activities and organisational design, but for its extensive experience of working in Algeria.

The report compiled by Thism was understandably thorough. Firstly, it outlined the historic factors influencing the decision, and gave a digest of the basic advantages and disadvantages associated with each choice. Subsequently, it analysed the effect of the decision in some detail over the projected lifespan of the entity, considering implications to project development and execution, project management and team organisation, and operations. A summary provided an overview of consequences, and also suggested which option made the most sense commercially.

The client took Thism’s advice on board, and the result was a project based on firm foundations which is anticipated to contribute substantial revenues for years to come.