

# Client Profile: Compass Gas Ltd

bodyproject

## The Challenge:

To help Compass Gas Ltd determine their future markets and growth strategy.



Compass Gas

## Background:

Compass Gas Ltd is a fast growing company with real ambition. Environmental factors indicate that the provision of sustainable energy systems is becoming increasingly commercialised. The market is broad, diverse and multi-dimensional, with the potential to be niche-marketed across a number of sectors to a potentially wide-reaching consumer audience.

Bodyproject has an ongoing brief to assist Compass Gas to build a market and management capability that will facilitate its growth ambitions.

## What we did:

Desk-based research was initially conducted for evidence of existing market segmentation and emerging market activity.

The key technological changes causing discontinuities in the energy sector were considered, and a business audit was undertaken focusing on achieving a level of understanding of the psychographics and behavioural aspects of the company. This gave critical information about key competence areas and the company's readiness for business transformation.

## The outcome:

Work is ongoing in the key areas of innovation management, and the production of a catalogue of processes, procedures, techniques and tools that the company can use in order to manage and increase their innovation.

Results to date have been excellent and Compass Gas are emerging in the marketscape as strong innovators, bucking the trend of the current recession.