

Understanding peer strategy  
and activity in alternatives

Independent Oil Company



**Our client wanted to understand the strategy their peer companies were following and their associated activities in relation to alternative energy.**

We undertook secondary research to build a profile of oil company strategies and activities in relation to alternative energy.

A varied selection of oil companies was included in the study to understand the range of possible responses from the market.

Our work is one input into our clients "master study" on setting their future direction / activities.

