

# Energy Market Diversification Audit

The purpose of this self-assessment audit is to help you assess if market diversification is a potential development option for your business

Answer all questions by ticking either yes, no or not sure boxes <b>ü</b>	yes	No	Not sure
<b>1. Does your company have a competitive edge/strength in the renewable energy sector?</b> <i>(e.g. what do you better than your existing competitors i.e your USP)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Do you have all the strategic assets/resources that are required in the new market?</b> <i>(e.g. products, services, facilities, IT systems, purchasing, sales, distribution etc)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3. Could you transfer all necessary skills and capabilities into the renewable energy sector?</b> <i>(e.g. are your existing skills and capabilities appropriate for the new market)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4. Could you diversify without breaking up your assets/resources and ability to supply opportunities in renewable energy?</b> <i>(e.g. would diversification weaken your existing teams and impact on your existing oil &amp; gas business)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5. With existing assets and resources, could you catch up or leapfrog competitors in renewable energy?</b> <i>(e.g. are you missing any critical resources needed to succeed in new markets)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. If necessary, could you acquire additional assets/resources capabilities to succeed in new markets?</b> <i>(e.g. develop facilities and expertise in-house, buy in or acquire them)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7. Is your company over-reliant on one market sector??</b> <i>(e.g. would a downturn in your core market impact on your business sustainability)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>8. Would experience gained by diversification into new markets benefit your core business?</b> <i>(e.g. could you apply acquired competencies to improve efficiency in your existing business)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>9. Would partial diversification provide a strategic route for sustainable growth?</b> <i>(e.g. would it act as a learning process to enter other diversified markets)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ASSESSMENT

Yes to questions 1 to 3 indicates if you have expertise, capabilities and competitive strengths that are transferable

Yes to questions 4 to 6 indicates that you could transfer or acquire resources and assets to succeed in new markets

Yes to Questions 7 to 9 indicates if market diversification is an option to help existing oil & gas business, improve organisational efficiency and future business sustainability

"No" & "Not sure" answers should be investigated further before making decisions on diversification

**For an expert assessment of your diversification audit, please email it to:**  
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