

**client**

Retail property and asset manager / developer

**location**

London, United Kingdom

**further information**

Ann Brewin

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**services provided**

- Trend analysis
- Strategic planning

**the challenge**

forward thinking inc. undertook a scenario planning exercise for this client, designed to identify the key trends which would impact the development of a major shopping centre over the next 10 years.

Once researched, the consultancy were asked to identify the implications for strategy development to maximise asset value

**project scope**

- Desk research using an iterative approach, assimilating sources and secondary research both from the UK and globally
- Expert interviews with retailers, consumer experts, social commentators and journalists to gain access to the latest unpublished thinking, and provide a fresh perspective on market dynamics
- Identified trends which were significant in the context of centre master planning for the future and effected an impact analysis for each
- Facilitated of a master planning workshop to map out a long-term vision for the development of the asset in the context of the trends identified

**outcomes**

- A detailed 20 year master plan has been produced and is in the early stages of implementation

### client

Financial Services

### location

London, UK

### further information

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### services provided

- International Strategy

### the challenge

This financial services firm wanted to revisit their approach to the International payments market (i.e. cross-border transactions). fti were asked to conduct a situation assessment to provide clarity on a poorly understood area of the business.

After delivering a clear and very challenging review, the client requested that fti help develop an International Strategy Paper to prompt a re-evaluation of the sector internally, promoting a series of "big ticket" initiatives to drive transformational growth. This included developing a logical and well evidenced investment case for implementing the Strategy, placing the potential uplift in revenues within the wider context of the company's financial performance. The resultant Strategy Paper was ratified by the European board.



### project scope

- Market review of the size and dynamics of the international travel market
- Deep-dive situation assessment to provide clarity on a complex and poorly understood business area
- A list of "devil's advocate" challenges based on the situation assessment, to prompt re-evaluation of the business area
- Business modelling to evaluate the potential sector impact on overall company revenues
- Strategy Workshops to explore the international opportunity, barriers to overcome and actions to drive growth
- Development of a Strategy Paper, laying out a clear rationale for increased focus and investment on the international sector

### outcomes

- Strategy Paper and investment case adopted by European board, resulting in implementation of initiatives as of 2010
- A tangible tide-change in the internal mindset regarding this critical business sector
- Re-evaluation of key business structures and processing to better support the international sector