



I have been a strategy advisory consultant for over two decades, working with TCS, PwC, KPMG, GE Capital and Accenture.

I help clients develop growth strategy through new products/services and market entry initiatives; and execute through change management and program management.

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FEASIBILITY STUDY

ESTABLISHMENT OF BOTTLED LPG BUSINESS IN OMAN

Client Description

The client was an Omani business house with interests in consumer goods retailing and industrial manufacturing. As part of their expansion, they were interested in the sale and distribution of bottled LPG to home and commercial users in Oman.

Process

Profiling of user segments – home and commercial to establish usage norms
Examination of existing LPG businesses in other ME countries to understand processes and operations
Estimation of capital expenses and operating costs in Oman

Issue/Need

Filled LPG bottles were being imported for commercial users, and were not available for home consumption. The company had to assess likely uptake, the cost of rotating their bottles, and the processes and organization needed to run this business.

Deliverables

Market profile and Financial projections:

1. Current and future offtake by current and future commercial users.
2. Norms for home consumption of LPG in other Middle East countries, and growth pattern of relevant new-to-Oman products in the past
3. Rotation process and resources needed to rotate filled and empty LPG bottles between users, filling plants and interim storage facilities.
4. Organization needed – structure, staffing norms, and payroll costs.