

# Delattre Leviver Maroc Reviews Marketing Strategy For Its Offshore Construction Business.

Case Study: Marketing strategy review defines new reservoirs of potential clients and increases visibility in core markets.

## In Brief

### Situation

DLM successfully constructed and assembled its first offshore production platform for its client for The Republic of Congo.

### Challenges

How can DLM capitalize on this première to become a recognized player in the offshore construction business and capture more of such orders?

### Actions

We conducted a review of DLM marketing strategy. The review included operational capabilities, QHSE, marketing and offshore construction projects data analysis.

### Results

€10 Millions opportunity identified and pursued.

Company brand equity enhanced in target region.

Procurement cost contained thanks to additional suppliers seeking opportunities to provide DLM with materials and supplies.

Executive Management connected to key government decision makers and investors.

## The Client

Delattre Levivier Maroc -DLM\*-is a leading North African heavy steel construction company.

Strong with 50 years of presence on national and international markets, the company has been servicing the largest operators and engineering offices such as Eiffel, SBM, Acergy, Technip and Saipem.

DLM is also present in a wide range of other sectors of activity including Mining, Chemicals, Infrastructures, Cement and Energy.

In response to growth in activity in deep offshore business, DLM has developed industrial tools and demonstrated commitment to oil services activities, especially equipment manufacturing and assembly for deepwater oil and gas exploration and production.

While DLM completed many construction projects for offshore oil and gas sector, it is only recently that the company constructed and assembled its first offshore platform for Perenco in The Republic of Congo.

The project was a regional first and a success for the client.

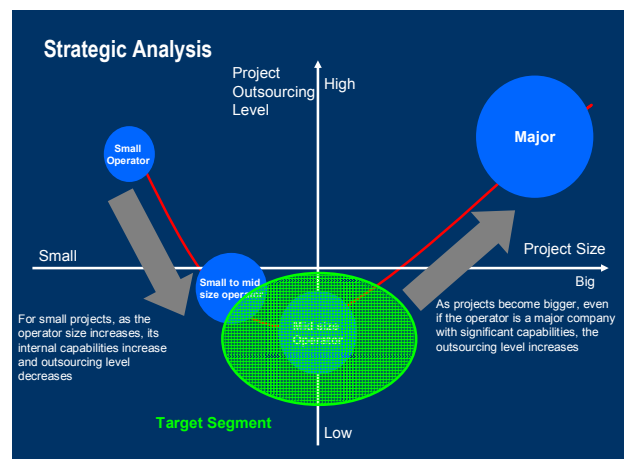
## Challenges

DLM needed to capitalize on this achievement to secure repeat orders and become a player of choice in this segment of offshore construction.

We conducted a review of DLM offshore construction business line.

The review included operational capabilities, QHSE, marketing and offshore construction projects data analysis.

We performed a segmentation of stakeholders involved in the contracts award process.



\* More on DLM at [www.dlm.ma](http://www.dlm.ma)

Additionally, we identified geographical markets with reservoirs of potential clients for the offshore construction business.

In collaboration with DLM Executive Management, we outlined an action plan refining the marketing strategy, meeting strategic corporate orientations and budget constraints.

## Results

- DLM was able to identify and pursue a €10 millions opportunity.
- The purchasing department received requests for qualification from new suppliers enabling the company to diversify its sourcing and reduce price increase pressure.
- Additionally, executive management was able to develop relationship with key government decision makers and investors.
- Ultimately, the company improved its understanding of the potential of energy markets in West Africa and enhanced its brand equity in that region.

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***“The consultant demonstrated a deep knowledge of the O&G industry, a quick understanding of our situation and a capability to design fit-for-purpose solutions”***

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Eric Ceconello

**CEO DLM**



Platform during construction in DLM yard



Platform on its way to Congo

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