

# Corporate Strategy

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**Project – Strategy for Petrol Stations**



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# Case Study: Petrol Station Strategy



**Project:** Complex Business Strategy for Slovak Petrol Stations Network

Strategy rolling plan for a period of next 3- 5 years. Turnover of the petrol station company network was **67,8 mil. €**.

**Need:** There was no consistent strategy in the company for upcoming period. The strategy should consist of horizontal and vertical growth of the company.

## **Result:**

Creation of the complex strategy on the several levels.

Department level strategy contained detailed materials for commerce, marketing and finance.

Next year the company increased its sales by **17 mil. €**. (Total turnover **84 mil. €**)

## **Solution:**

Detailed company data gathering from external and internal environment.

Management consultations upon the data results (Consultations with owners and department directors – Marketing, Finance, Commerce)

The analysis advised to make significant improvements in the finance sourcing, information system and budgeting. Change management took its place.



**“ Driving Business Performance ”**

**– Marek Straka**

# Contact

## Contact Information

I am happy to advise and help with projects. I look forward to work together.

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