



## Strategy Case Study

### Prodrive Group

#### Background

While it is for success in both rallying and circuit racing for which Prodrive is best known, it is now much more than just a motorsport business.



Based in Banbury, Prodrive provide a range of services that covers: strategic consulting; design, development and testing of automotive technologies; the promotion of technology and brands through motorsport; and ultimately the marketing that brings these programmes to life for the consumer.

#### Project Summary

The aim of the project was to develop a strategic plan enabling the company to recognise its future direction and to seek funding to achieve its executive's vision.

A structured approach was taken to facilitate the board through the development of a three year strategic plan.

During workshops simple decision support tools helped to clarify the rationale of decisions made. The resulting document was presented as both an internal monitoring document and as an investment portfolio to venture capitalists.

#### Benefits

- + Better monitoring of strategic implementation
- + Improved team vision and team building at divisional level
- + Investment by Venture Capital partners and new developments including engineering centre and media company

#### Testimonial



*"We engaged Allman Horrocks to work with us on a full strategic review of our operations. Over the course of the project together we developed an excellent three year plan which not only satisfied the financial planning requirements but also left us with clear management objectives and plans to deliver our strategic goals."*

*"Whilst providing an invaluable framework to guide our ongoing business development the plan also proved a vital element in our negotiations with Venture Capital partners that resulted in a significant funding injection".*

**Clive Scrivener, Prodrive Group Financial Director**

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