

## Case Study: Marex

# MAREX

Enterprise risk management for the energy and marine sectors.

### Business profile

- Concentrated on a single market and region – UK oil and gas.
- Unsure of a positioning strategy to enter the Offshore Wind sector.
- < 10 employees.

### Support received



BUSINESS TRANSFORMATION PROGRAMME – WEST



Marex undertook the WEST business transformation programme and received tailored support from a market specialist delivery partner. Through one-to-one consultancy over three months, Marex developed a re-positioning strategy to help the business enter the Offshore Wind market.

### Impact of the support

- Developed a tactical plan to re-position the business for new markets.
- Successfully diversified and currently winning contracts in the Offshore Wind sector.
- Confidence in the long-term business trajectory, currently exploring international opportunities for growth.

### A closer look at Marex

Marex is a leading safety, environmental and marine consultancy which has built a strong reputation within the oil and gas sector and is now providing services within the renewable energy market.

Considered as the market leader for the compilation of safety case, HSE case and risk assessment services, Marex has been delivering risk management consultancy for over 20 years. The team have expanded their services and offer complete marine and risk consultancy across Offshore Wind, wave and tidal energy and the broader marine energy sector.



A leading safety, environmental and marine consultancy.



Winning work in the Offshore Wind sector within six months of OWGP's support.



Recently awarded marine services contract for East Anglia ONE windfarm.

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## How did OWGP's support propel Marex's business into the Offshore Wind sector?

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### Before

Prior to OWGP's support, Marex was solely operating within the UK's oil and gas market but was eager to diversify and enter the UK's burgeoning Offshore Wind sector.

Marex's team could see that the market needs within Offshore Wind were a great match for their services but felt unsure as to how to transition the business into this market and how to best align its services with the sector's needs to win new customers.

### During

In its search for support, Marex was connected to OWGP through Scottish Enterprise and undertook OWGP's three-month business transformation programme, WEST.

The WEST programme involves one-to-one business consultancy from an OWGP partner and is designed to support the growth of any UK supply chain company wishing to enter or grow in the UK's Offshore Wind sector through providing specialist advice, market intelligence and insight into the sector.

For three months, Marex met its consultant every few weeks and explored sector opportunities together, and mapped out a transition strategy for the business.

### After

Marex completed the WEST programme with a tactical plan to execute, and within six months, had successfully secured new business within the Offshore Wind market.

The business has recently been awarded the marine services contract for the East Anglia ONE windfarm off the Suffolk coast and has opened a new office in Lowestoft to support regional growth – a milestone achievement in its progress to diversify into green energy.

Marex are building confidence, capabilities and a bright future pipeline within the Offshore Wind sector.

“ We came out the other end of WEST knowing exactly what we had to do to position ourselves. There was so much more opportunity for us in that sector that we hadn't realised from doing our own research. ”

WAYNE HENDERSON  
Managing Director, Marex



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