



AD PUNCTUM

Business Improvement

## Background

A business was having trouble with assessing new opportunities. Several projects which had looked good on first sight had proven to be much more complex than anticipated and therefore unprofitable.

## What Was Done


- A risk assessment tool was built to measure the expected degree of complexity and timing of a proposed new job
- This showed suggested thresholds of commercial return and standard contractual conditions to make projects profitable
- Developed work steps so that a preliminary assessment could be made early on for a quick go/no go decision and then a more detailed view could be prepared after further study

## How It Was Done

- The generic timing, profitability and key success factors were understood through a review of prior projects
- The tool was created in Excel
- Companion training material was created

## The End Result

- The new tool simplified assessment of opportunities
- Early identification of complex jobs enabled better analysis of the level of reward needed to make projects viable before approval



Case  
Study

# Assessment Of New Business Opportunities