



## ➔ Identifying business opportunities in the electrical energy commercialization

### Context

With the government initiative to advance in the deregulation of the wholesale electrical energy market, one of the main natural gas distributors using nets in Argentina, anticipated the opportunity to extend its service supply taking advantage of its gas clients set.

### STRAT Consulting's contribution

In order to satisfy the Clients objectives, STRAT Consulting developed a detailed analysis of the value chain of the electrical energy market, deepening the understanding of the supply and demand configuration of each link, as well as its key factors for success.

Consequently, STRAT Consulting identified and evaluated the changes needed to be introduced in the regulatory market. As a result of this process, the impact of the changes proposed on each link of the value chain were evaluated, in particular those in the electrical energy trading business. In this way, new business opportunities were identified.

Finally, the existing restrictions for the development of trading activities in the industry were analyzed, and different configuration alternatives of the business were elaborated under diverse investment sceneries. Each of the alternatives was evaluated both from a strategic point of view and from its economic-financial attractiveness.

### Results of the project

STRAT Consulting identified attractive opportunities for the electrical energy trading in the wholesale market, taking advantage of its synergies with the existing natural gas operations. Nevertheless, the Client decided to postpone the creation of its electrical energy business unit when the National Congress ruled against the deregulation of the market.

➔ STRAT Consulting identified value-earning opportunities in electrical energy trading, taking advantage of the synergies with the natural gas operations

