



# Go-to-market (GTM) Acceleration

For launching new offerings with speed, clarity, and cross-functional alignment.



**Company : BP - AKR**

**Industry : Fuel Retail**

**Marketing Case type : GTM Acceleration**

## **Bussiness Challenges**

BP-AKR market entry to Indonesia in 2019.

## **Bussiness Objectives**

How to prepare operation readiness for BP-AKR market entry to Indonesia.

## **CMO+ Approach / Marketing Goals**

Fully understand BP's global fuel operation procedure, tailored to Indonesia's operation, and easy to implement training program and fit for purpose audit strategy.

## **Services Delivered**

Operational Procedure mapping and development, training development and delivery, operational excellence audit development and execution.