

**QUT BlueShift Business Case Competition  
2020 Business Case**



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### **Confidentiality**

This case on Compare the Market has been prepared for BlueShift 2020. It is for the use of registered participants only, and is not to be copied or distributed beyond the requirements of the competition.

## 1. Business Challenge for BlueShift Consulting Teams

The BlueShift business case focuses on Compare the Market's Simple Fuel App, which is an independent price comparison app that enables motorists to search participating local fuel stations to find the cheapest fuel prices in their area. Compare the Market's Simple Fuel App is currently free to download.

The challenge in the business case is two-fold:

- (i) how to attract new users to download the Simple FuelApp, and encourage more frequent interactions with the app; and
- (ii) how the app could be evolved and developed to provide more commercial value to Compare the Market.

Your team must submit a written report which includes:

1. Cover page (maximum one A4 page)
2. Table of contents (maximum one A4 page)
3. Executive Summary (maximum one A4 page) which summarises your entire report, rather than just an introduction
4. Research and analysis, including:
  - a. Your team's understanding of Compare the Market as a business and its Simple Fuel App;
  - b. Key findings from data, reports, and research that Compare the Market should consider in context of three main business contexts:
    - i. Media fragmentation which can make it more difficult and costly to promote the Simple FuelApp;
    - ii. Lack of differentiation between Compare the Market and its main competitors (in terms of both the app and comparison services); and
    - iii. Customer inertia to switching products and/or changing behaviours.
5. Recommendations, including
  - a. Present, describe, and justify a comprehensive strategy and associated tactics in response to the challenge and specific contexts.
  - b. Identify key budget items for your recommended idea (your team does not need to include figures in this section, rather demonstrate that your team has considered budget, including how the recommendations will generate income or some other value);
  - c. Timeline for implementation.
  - d. Evaluation approach to track and measure the success of your team's recommended strategy and tactics.
6. Overview of your consulting team (one A4 page)
7. List of references and sources (no page limit)

## 2. About Compare the Market

Compare the Market is a comparison service or 'aggregator'. This means Compare the Market partners with multiple insurance, utility, fuel and banking product providers, to enable consumers to compare and buy from a wide range of products all in one place. Customers can search quickly and easily for products based on price, features and benefits. Compare the Market is a one-stop-shop for consumers looking to get more value out of their household budget.

Compare the Market is first and foremost, an online company with the majority of consumers choosing to engage through online comparison service. However, as Compare the Market wants to provide consumers with the most useful experience possible, there are call centre experts on hand for customers wanting to discuss their health insurance, car insurance and energy needs.

Many consumers value having a conversation with Compare the Market experts as it gives them confidence that they have chosen the right product for them.

Compare the Market has 16 different verticals on its comparison panel (a vertical is just another way of saying 'product type'). Compare the Market aims to be a one-stop-shop for consumers wanting to compare multiple products at the same time in order to better manage their household budget and maximise savings.

The verticals offered by Compare the Market are:

1. Health insurance
2. Car insurance
3. Home and Contents insurance
4. Landlord insurance
5. Pet insurance
6. Travel insurance
7. Business insurance
8. Life insurance
9. Income Protection insurance
10. Roadside Assistance
11. Energy – electricity and gas
12. Credit Cards
13. Home Loans
14. International Money Transfers
15. Hotels
16. Fuel

Compare the Market enables consumers to choose from more than 1000 different products, across more than 100 brands. Compare the Market is a completely free service to use for consumers. Profit for the business comes from the insurers and other providers participating on the Compare the Market website, with these providers paying a commission when a consumer buys through Compare the Market comparison service. Consumers only pay the price of the product – there are no hidden charges. By enabling

people to compare multiple products side-by-side, Compare the Market aims to help drive healthy competition between insurers and product providers meaning they keep their products and pricing as customer-friendly as possible.

### Compare the Market Simple Fuel App

Compare the Market launched its Simple Fuel mobile app in September 2019 and has already seen tens of thousands of installs across Australia.

The Simple Fuel App is a Fuel Comparison Mobile App that leverages fuel price data from around Australia. The fuel price data in the Simple Fuel App is rendered using Google maps to provide the user with an easy to use map view of fuel prices (including the cheapest price) in their location or along any route they are taking, which allows users to make informed decisions before they fill up.

Although the Simple Fuel App only launched a few months ago, Compare the Market has already seen instances of real savings from users that range from \$5 to upwards of \$20, just by empowering users with accurate, updated and contextual fuel prices via their mobile device.

The Simple Fuel App is an important extension of the services offered by Compare the Market to empower Australians with the information they need to better manage their household budgets.

<https://www.comparethemarket.com.au/fuel/simple-fuel-app/>

Compare the Market also has a web-based fuel comparison service for those motorists who choose not to download the Simple Fuel App.

### Find out more about Compare the Market



[www.comparethemarket.com.au](http://www.comparethemarket.com.au)



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