

Case Study: Strategy & Innovation

Based in Munich and Berlin, **Scout24** provides the leading online real-estate and automotive marketplace.



Challenge

How can growth options be generated both internally and externally whilst at the same time extending Scout24's competitive advantages in the long term?

The Scout24 logo, featuring the company name in white capital letters on an orange rectangular background.

Methods

- Analyze classified market and competitive environment
- Review external growth options through M&A, including due diligence
- Identify strategic competitive advantages through innovation
- Re-evaluate the pricing model in order to maintain competitiveness



Results

Strategic areas for action identified:

- Scenarios developed for the classifieds market in Germany including quantification of possible options
- Became majority stakeholder in flea market app Stuffle → acquired by ImmobilienScout24 in November 2014
- Increased innovative power through internal and external activities (product vision, optimization of innovative processes)
- Pricing strategies defined (scenarios, pro/contra matrix)

enable2grow used a clear strategic analysis to introduce clarity with regard to our options and demonstrated concrete areas for activity, most of which we have already put into action.

Christoph Monnet, VP Group Business Development, Scout24 AG

