



Thank You

Maximum bid?



Problem



Elements to take into account while investigating the optimal bid

1. Acknowledging and understanding the recent speculation on Gulf value
2. Anticipating the moves of our competitors on the bid
3. Determining what is the value of the synergies between Socal and Gulf



So we now know the potential move of our rivals...



Two main competitors



Key Players

Gulf Oil Case



TheCaseSolution.com

ON SALE

Gulf Oil Case



TheCaseSolution.com








How much should Keller bid?



Element
investig



Elements to take into account while investigating the optimal bid

1. Acknowledging and understanding the market and speculation on Gulf value
2. Anticipating the moves of our competitors and the bid