



Developing New Revenue Streams

Auto Club / Membership Organisation

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The Challenge

NRMA, the largest auto club in Australia with over 2 million members, was looking to grow the revenue and profit generated from its commercial activities, specifically related to motoring. The auto club wanted to capitalise on the trust and respect of their member base and the substantial database of loyal customers they have built over years.

The Task

Affinity Maker™ was tasked with identifying commercial opportunities that would generate a positive return on investment and add member value. Our brief in this assignment was to:

- To generate alternatives for a specific business growth strategy
- To generate a wide range of possible product and service opportunities for each element of this growth strategy
- To evaluate those ideas for revenue potential, profit margin and growth potential.
- To work towards a single opportunity which would be a great fit with the NRMA skill set and trusted brand positioning in the market place
- To evaluate the range of possible offerings against the Australian and International competition
- To conduct a very thorough service provider evaluation, with the aim of matching product category expertise with operational capability

The Results

- We used a wide range of strategic thinking tools to generate and evaluate over 150 new business ideas
- We helped the NRMA to focus on those areas that were best suited to meeting their business objectives, and steer away from business ideas that would potentially absorb much management time, without necessarily generating the desired financial return.
- Ultimately the NRMA is well positioned to take advantage of the business opportunity that our evaluation helped to create



"We are very happy with the work that Robin and Steve did for us. Before we started, we had a market concept. Affinity Maker™ helped us flesh that out and pinpoint those opportunities that would best meet our objectives. We also appreciated their flexibility to adapt as the scope of the brief changed. Bringing together international auto club experience with expertise in revenue growth is a very powerful combination – and we expect that the business results from this new revenue stream will be very profitable over time."

Rowena Frith,
Product Implementation Manager,
Retail Motoring