

Case Study

Buy-Side Target Assessment of a Company

About the Client

- The client is one of Europe's largest private equity firms with investment interests in various sectors. It has been in business for over three decades with offices across Europe

Business Objective

- The client wanted to know the size of its potential targets' addressable market, its business model, products and services, growth outlook and key trends

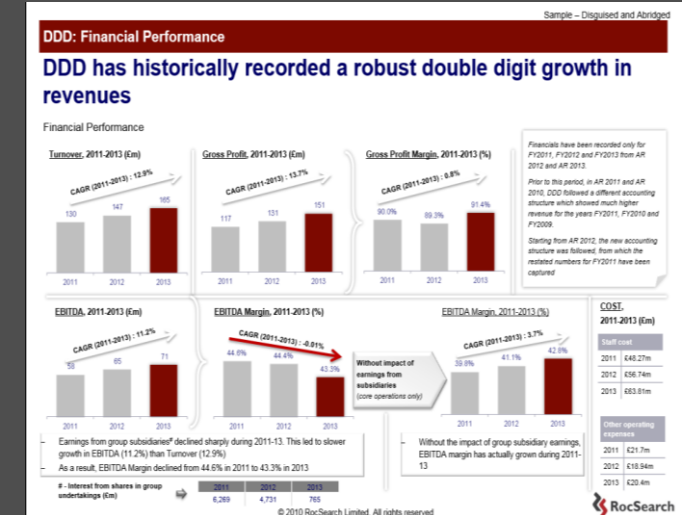
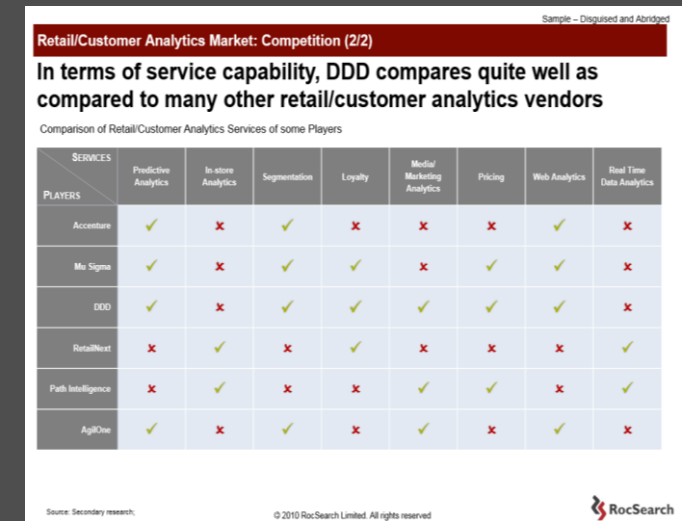
Results & Value Add

- Aside from meeting the scope in full, RocSearch was able to present an unbiased case highlighting the investment positives and negatives for DDD
- The analysis was used by the client as the basis for their internal deliberations and decision making

Research Methodology and Approach

- The target (DDD), a leading global customer analytics company, was being considered by the client for potential investments
- RocSearch team presented an overview of the customer retail analytics market, its drivers and key trends
- The study identified key competitors of DDD and benchmarked them based on their size, service offerings, geographic spread and focus customer end markets (if any)
- Besides focusing on the historical performance of the company, the team also looked at key strategic initiatives taken up by DDD and the long term implications of the same
- To highlight the client spread of DDD (across sectors and geographies), the team prepared a detailed layout of DDD's clients across all its offices worldwide

Screenshots





Contact Us

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