



Case Study

Study on the Investment Potential in the US Car Rental Market

About the Client

- The client is a US-based private equity firm, which typically invests in middle market buy-out transactions and growth platforms in the services, financial and health care sector

Business Objective

- A data-driven analysis to understand the investment potential of the car rental market
- Client wanted to get the detailed analysis of market forces, key drivers, opportunities and risks prevalent in the market

Results & Value Add

- An overview of the car rental market to enable the client to identify the investment potential in this sector
- The potential companies were profiled from a strategic point of view to help the investment team build a case to explore acquisition/investment opportunities

Research Methodology and Approach

- The team adopted a top-down approach. We divided the project into three phases:
 - Phase 1: Study the global car rental market to get an initial understanding of the market and its potential
 - A comprehensive analysis of the global car rental market, covering major challenges faced by the industry and market share across US, Europe and Asia
 - Identified key global brands across different geographies and their market share
 - Phase 2: Analyzed the US car rental market, looking at the investment potential
 - A comprehensive understanding of the US Rent-a-Car market, covering market size and customer segmentation
 - Created in-depth company and industry analysis, enabling client to evaluate investment decision
 - Phase 3: Identification and study of top US car rental companies to support client's investment decision
 - Identify companies based on pre-defined criteria to understand revenue model and attractiveness of potential portfolio companies from a strategic viewpoint

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