

## Case Study: M&A strategy for a global Industrial group

### Project Summary:

A US-based industrial client wanted to do a market assessment in order to preserve its business interests. This consisted of:

- Potential market opportunities
- Analysis of market drivers and competitor moves
- Diligence and target options for potential M&A/JVs

### Results Delivered:

- Market sizing by product segment. Conducted primary and secondary research along with an top-down and bottom-up economic analysis
- Ascertained a huge untapped market opportunity of over \$3 Bn
- Identified key trends across headwinds, tailwinds and customer preferences and their market drivers
- Mapped a competitive analysis of the industrial landscape and categorized competitors on basis of business nature.
- Target funnelling and assessment of ~1000 players, screening down to 21 deep dives for potential acquisitions/ partnerships

### Capabilities Demonstrated:

- ✓ Industry assessment, landscaping and market sizing
- ✓ Commercial Due Diligence
- ✓ M&A Strategy, Target Screening and Assessment
- ✓ Trend analysis and Competitor analytics

\* Team credentials