

Case Study
End Market Assessment Support to a
Boutique Consulting Firm



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About the Client



- The client, a boutique consulting firm headquartered in UK, provides service support to global management consulting firms

Client Objectives / Goals



- The client wanted to realign its region and sector focus based on the trends prevalent in the global management consulting industry
- It wanted RocSearch to analyse the global management consulting market to assess the market size, growth drivers, vertical focus, challenges and future outlook

Approach and Methodology



- Conducted a regional assessment of the management consulting industry, looking at the market size, future outlook and segmentation
- Performed cross-country analysis based on parameters such as turnover by GDP, turnover by function, etc.
- Identified countries with rising demand for consulting services
- Identified the major trends, challenges and drivers, along with their impact
- Conducted a PEST analysis of the global management consulting industry

Sample Output



Results / Value-add



The client was able to **identify 5 key sectors and 3 countries** to focus their service support to consulting firms which will help in driving business