



## Case Study

# Investment Assessment of the Global Athletic Footwear Industry



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### About the Client



- A private equity player, with a diverse portfolio of investments across sectors globally
- Key focus on financial services, healthcare and manufacturing sectors

### Client Objectives / Goals



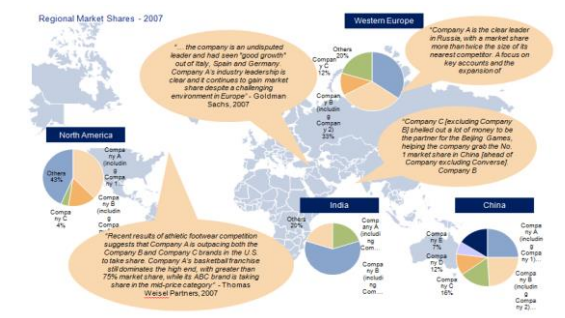
- To understand the overall potential of the global athletic footwear industry
- Identify and evaluate potential investment targets

### Approach and Methodology



- As a first step, RocSearch gained an understanding of the global footwear market by studying the industry demand, key trends, future outlook, etc.
- Industry analysis was conducted using various analytical frameworks and competitors were shortlisted for further analysis
- Multiple data points, such as industry consolidation, financial performance, global turmoil, outsourcing deals, analyst recommendations, stock performance and future outlook for the key players, were assessed
- RocSearch leveraged subscribed databases and multiple secondary sources for this study

### Sample Output



### Results / Value-add



The study helped the client in identifying lucrative investment targets