

**Case Study**  
**Buy-Side Target Assessment of a Company**



# Case Study

## Buy-Side Target Assessment of a Company



### About the Client



- A leading mid-market diversified private equity firm
- The firm has been in business for more than three decades, with offices across Europe, Asia and the US

### Client Objectives / Goals



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

### Approach and Methodology



- RocSearch team provided an analysis of the consumer retail analytics market, its drivers and key growth trends
- The study identified key competitors of the company and benchmarked them based on their size, service offerings, geographic spread and focus end markets
- Besides looking at the historical performance of the company, the team also analysed the key strategic initiatives taken up by the client and their long-term implications

### Sample Output

