

**Case Study**

**Construction Equipment Rental Market Assessment**



# Case Study

## Construction Equipment Rental Market Assessment



### About the Client



- The client is a private equity player in Europe, with total investments of over \$76.28 billion

### Client Objectives / Goals



- Identify high potential markets in Scandinavia (with focus on Sweden & Finland), Poland, Baltic and Russia
- Analyse and benchmark players across geographies on KPIs such as revenue, geographical presence and supply chain

### Approach and Methodology



We divided the project into three phases:

- Phase 1: Market assessment covering parameters such as key trends, change in rental penetration, competitive landscape, etc.
- Phase 2: Benchmarking of various equipment rental markets on parameters such as:
  - Market penetration and potential
  - Expected growth rate
- Cyclicity effect and analysis of the markets expected to witness downfall in the short term
- Phase 3: Identified and benchmarked leading players in each market on parameters aligned to client investment criteria. KPIs covered included:
  - Market share
  - Revenue along with growth rates for the last 3-4 years
  - Geographical presence
  - Robustness of supply chain

### Sample Output



### Results / Value-add



Helped the client identify potential targets aligned with its investment criteria

Provided 10 select targets post the screening of more than 1000+ rental companies in the target markets