

A private equity has an opportunity to bid on a company in the team apparel market, but needs to understand that market's dynamics

The problem

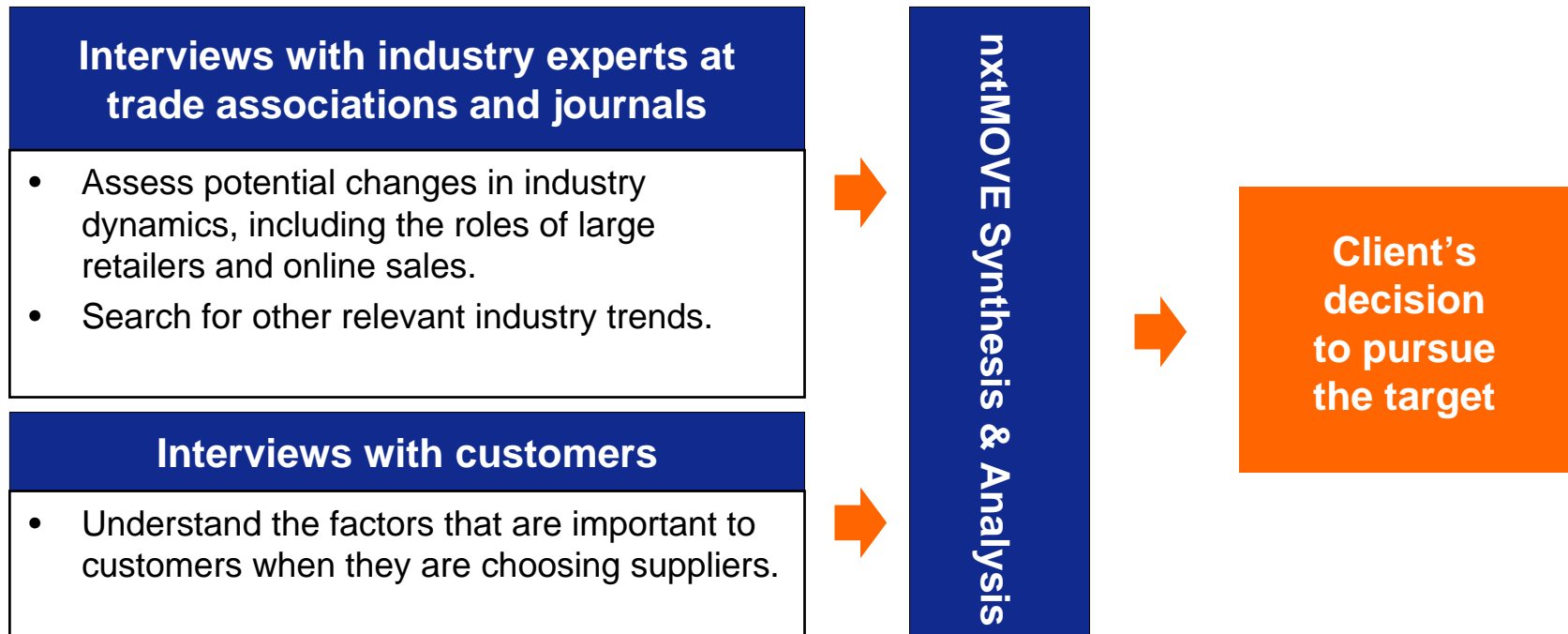
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- A large private equity that is a long-standing nxtMOVE client is interested in a company that supplies blank sports uniforms and other apparel to local printers.
- The private equity has the book on the target, but needs to understand the key drivers of the market. The private equity particularly needs insight into how customers interact with their suppliers, and if that might change in the face of possible sporting goods retailer and online channel threats.
- The private equity has a very short window to decide whether, and how much, to offer as a preliminary bid. nxtMOVE has six days to complete the engagement.

nxtMOVE quickly interviewed customers and industry experts to assess purchase decision factors and threats to the status quo

The approach

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Six Days

Our quick work prepared the private equity to make a confident preliminary bidding decision

The results

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- nxtMOVE mapped out the purchase decision process to show how and why customers choose suppliers.



Client actions: The client and nxtMOVE re-evaluated the overall attractiveness of the market, and the client adjusted its initial bid accordingly.