

## CASE STUDY

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### **New market analysis for private equity-backed industrial equipment manufacturer**

*Situation:* Industrial equipment manufacturer wanted to evaluate the potential of new markets, but did not have the resources and capacity to conduct the analyses in-house

*What We Did:* Deployed team of 3, each with consulting experience at McKinsey or Booz and subsequent operating experience in the industrial sector

Estimated growth potential and drivers, evaluated adjacent markets, and conducted competitive analyses. Identified and sized the strongest markets, ranking them according to various factors

Executed a 3 month deep dive analysis of one of the identified new markets and developed a comprehensive market entry strategy