

PRIVATE EQUITY SERVICES

Value creation study for a flooring manufacturer

Client: Middle market private equity firm

Objective: After making an investment in a flooring company, a private equity firm sought help conducting primary market research and further developing the revenue growth strategy for its portfolio company.

Deliverables: Collaborating with the PE firm, a customer survey was developed. Formal interviews with architecture and design firm customers were conducted. Both qualitative and quantitative feedback was captured. Visual aids (i.e., data tables, cross-tabulations, and graphs) were used to present results for quick takeaways. Finally, data was translated into conclusions.

Results: The survey probed into all facets of the business. The client gained insights into its portfolio company's:

- Products - Input was solicited on the firm's flooring designs, quality, and product portfolio breadth.
- Marketing - Brand awareness, strength, and perceptions were assessed.
- Pricing - Perceptions of price and value were measured.
- Sales - Sales force effectiveness was determined.
- Competition - The firm was benchmarked against its competitors.
- Industry trends - Current and emerging trends were identified.

The private equity firm presented the survey results and conclusions to the flooring firm's board of directors. The primary market research study was well received and provided actionable next steps for improving and growing the business.

