



corepartners

delivering results

due diligence/ acquisition assessment

Key Attributes

- *Aerospace OEM - Top 5 in market segment*
- *Potential acquisition of competitor*
- *Marketing, engineering, product development and other operating synergy identification*
- *Purchase price assessment*

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delivered
project



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The task

Core Partners' role was to assess the competitor for fit with the client's existing market segments, identify synergies and to analyse the strategic options and risks.

This included market sector analysis, developing market growth forecasts plus examining the product portfolios' strategic fit. The potential synergies based on economies of scale in operations, business development, supply chain and aftermarket services were assessed, together with the impact of cultural differences between the two companies.

It was also vital to examine the competitor's new product innovation and time to market, which would be critical to market success.

The combined revenue of the new company if our client acquired the competitor was analysed by customer and segment. Our consultants carried out a financial assessment based on current performance and we calculated the range of the expected price.

Results

An assessment Board paper was drawn up highlighting product detail, marketing and operating synergies and risks. This with the recommended purchase price range gave our client a clear indication of whether the proposed acquisition was viable.

Core Partners' Chris Bocking said:

This was a really focussed piece of work delivered within a short time scale. We produced a detailed and thorough Board paper within weeks of being briefed by our client based on our experience and market knowledge. The client was delighted with both the quality and depth of analysis and that we were able to present the assessment paper for the next Board meeting.

The Client said:

Core Partners helped us carry out the rapid assessment of a potential acquisition. Their deep market knowledge and broad experience enabled them to quickly deliver a robust board paper detailing the market, product, operational and organisational synergy and risks that would result from the acquisition.

*Chief Executive Officer,
Aerospace OEM*