

PE Firm Evaluates the Mezzanine Market Case Study

Channel dynamics evaluation to support potential mezzanine and platform provider acquisition strategy

Objective

Evaluate the mezzanines and platforms market in e-commerce and distribution centers for a PE fund's on-going diligence; validate the market's channel shift and identify how the target acquisition could capitalize on the shift

Approach

BCE conducted primary research to validate the channel shift, develop a market size and projected market segmentation, and assess the target's ability to establish a channel to market.

Outcome

BCE validated the shift towards general contractors as the primary channel to market and recommended a set of tactics for the acquisition target to capitalize on these dynamics.

