

PE Firm Evaluates the Roll-Up Doors Market Case Study

Market evaluation to support potential roll-up doors acquisition strategy

Objective

Define and evaluate the roll-up doors and self-storage market to identify attractive market segments and potential acquisitions for a private equity client

Approach

BCE conducted open source and targeted primary research with industrial door manufacturers, channel partners, sales reps, and market experts to validate market segmentation into three primary segments with 13 sub-segments. We developed a segment attractiveness framework to score each sub-segment based on market growth, market dynamics, barriers to entry, margin and channel to market. After additional primary research, BCE refined the scoring tool and scored each segment's attractiveness.

Outcome

BCE recommended the client expand organically to enter four adjacent sub-segments and identified two acquisition targets to enter an additional two sub-segments.

Opportunity analysis					
Segments 1 and 2 present the most attractive adjacent markets, but create channel challenges					
Category	Scoring Methodology	Market 1	Market 2	Market 3	Market 4
Market growth	<ul style="list-style-type: none"> +200: >20% +75: 10% to 15% +50: 5% to 8% +25: <5% 	50	75	50	100
Market dynamics	<ul style="list-style-type: none"> +100: Highly regulated, stable end markets +75: Regulated, market slowdown +50: Stable, market growth, no headwinds +25: Un-regulated, cyclical 	100	75	50	25
Barriers to entry	<ul style="list-style-type: none"> Barriers: (1) Certification, (2) R&D required, (3) Specialized channel, (4) Unique operators, (5) Local market +100: Four or more barriers exist +75: Three barriers exist +50: Two barriers exist +25: One or less barriers exist 	100	75	75	50
Margin/Defensibility	<ul style="list-style-type: none"> +200: Margin acceptable for Client, defensible margins +75: Margin acceptable for Client +50: Margin neutral for Client +25: Margin elusive for Client 	100	75	75	50
Channel to market	<ul style="list-style-type: none"> +100: Strong channel synergies with Client +75: Weak channel synergies with Client +50: Adjacent channel access required +25: New channel needed 	75	100	100	50
Total Scoring		45	60	70	55

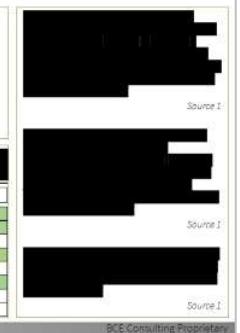
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Product 2 Market

Players in Market 2 include Competitor 1, Competitor 2, Competitor 3, Competitor 4, Competitor 5, and Competitor 6

Market 1: Market includes products designed for general industrial use but not engineered for specific niche uses	
<ul style="list-style-type: none"> Products are broadly applicable in industrial settings Margins are typically lower than niche products but barriers to entry are lower, less R&D Industrial grade product operators are required Mix of direct sales and distributors Many Product 2 manufacturers also have residential door offerings 	



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