

EU Expansion Strategy – Global Motors and Drives Manufacturer



SITUATION

Growth Challenge

A leading global motor manufacturer was looking to accelerate growth in Europe but was wondering where and how to compete

Project Scope

Scope included prioritizing countries but also entry strategies (Organic / Greenfield. vs. M&A)

SOLUTION

Profiled Key Markets (France, UK, Germany)

Value-Chain

Comprehensive analysis of the value chain structure

Segment and competitive profiling

Detailed competitive landscape assessment

Routes to market analysis

Evaluation of distribution channels and market access

Interviewed industry participants, across the value chain

- Identification of key success / decision factors (KSFs)
- Marketplace feedback around client's current position and shortfalls
- By-country recommendations / best practices for entry

Based on those inputs, developed strategic recommendations

01

Strategic Options

Laid-out five (non-mutually exclusive) strategic options for entry, mixing organic growth, M&A, partnership, etc.

02

Assessment

Assessed pros and cons of each option, including for M&A, their actionability, identifying, profiling and prioritizing targets, as relevant

03

Implementation

Built path-forward plan and developed implementation roadmap

OUTCOMES

Strategic Clarity

Provided the executive team with clarity around current position, growth potential and plan in Europe

Successful Execution

2 of the recommended acquisitions, realized

