



Square Strategy

Seize business opportunities and secure your assets

Commercial Due Diligence

SQUARE STRATEGY

Strategy consulting company supporting international corporations and private equity firms with their decision-making and project development processes.

PARTNERSHIPS

Partnerships with local and international experts all around the world to support strategic analysis and operations.

PROJECT SUPPORT

Market entry strategy, commercial due diligence, risks analysis, power mapping, identification and vetting of business partners, strategic recommendations and support for projects implementation.

CONTEXT


When a corporation or private equity fund considers to buy another company, they not only need to understand the numbers behind the current and expected performance. They also need to rely on a rapid diagnosis and assess the target's positioning within its commercial environment in order to make informed investment decisions as well as provide reassurance on profit sustainability to capital providers.

SERVICES

Thanks to our Commercial Due Diligence (CDD) service, you will receive a comprehensive assessment of the target company's projected market conditions, industry and competition. The CDD report typically assesses the target by providing independent and fact-based analysis across the following areas:

- Target's activities, resources and capabilities
- Market structure, size, segmentation and drivers
- Key competitors, market share and dynamics
- Customer, supplier and expert feedback
- Business plan achievability, risks and opportunities
- General reputation and potential red flags

INDUSTRIES

-  Automotive
-  Consumer & Industrial products
-  Energy & resources
-  Financial services
-  Healthcare
-  Technology, Media & Telecommunications
-  Transport & Logistics

VALUE CREATION

We provide you with both full studies and/or specific investigations tailored to your needs. Each reporting product is designed for investment and strategic committees. Our approach accelerates the buying process, maximizes value and reduces buyers' risks. It validates your investment theses as well as prepares for successful exits by evaluating the competitive landscape and assessing key success factors.

METHODOLOGY

Our CDD consultants provide you with an environment analysis and an assessment of the target's competitive positioning by:

- Conducting primary and secondary research on all public sources (corporate documentation, market study, press, database, etc.)
- Interviewing multiple key experts in the environment to obtain their views and comments (customers, suppliers, competitors, etc.)
- Visiting and auditing the target's operation sites
- Analyzing and assessing every piece of information on the target's strategy and growth potential

GEOGRAPHIES

Square Strategy works in France and in foreign markets (Europe, North America, Africa and the Middle East) with the support of its international consultants and partners.

