

## A Private Equity firm engaged nxtMOVE to clarify its strategic decisions around its portfolio company – a distributor of aftermarket industrial components

### Client Situation and Objectives

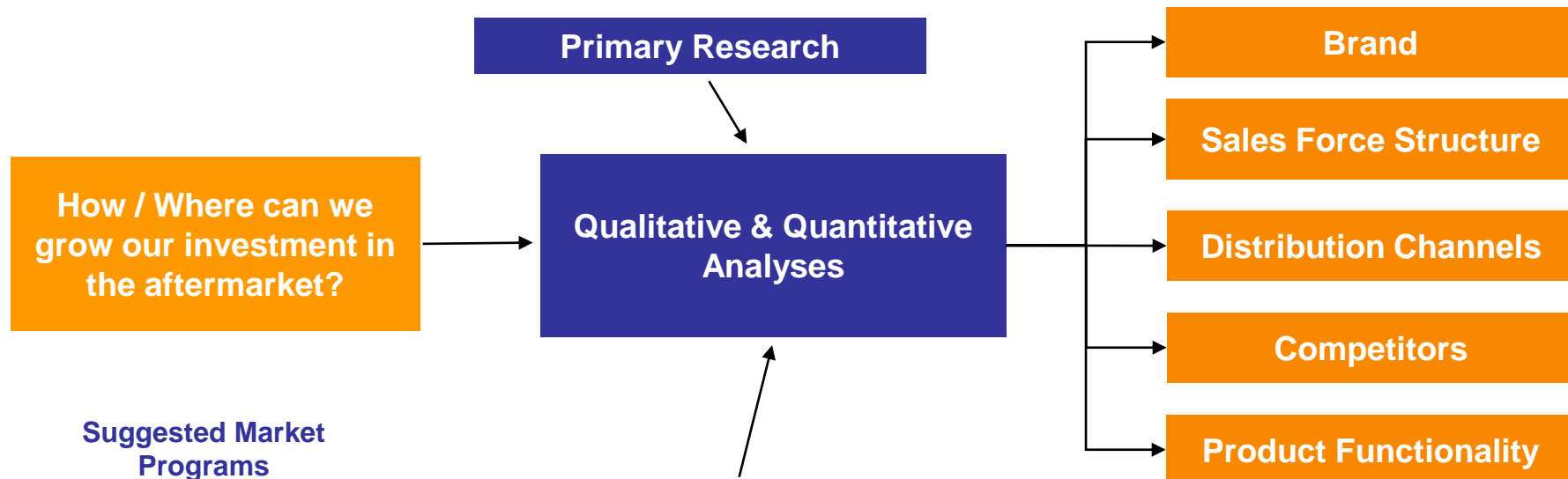
(1 of 3)

- Obtain market-based insights to gain a deep understanding of its regional and national customer dynamics, including:
  - Identifying existing supplier relationships and level of satisfaction
  - Perceptions of the client's portfolio company
  - Perceptions of competitive suppliers
  - Identifying unmet needs
- Identify growth opportunities by market segment
- Deliver tactical recommendations to drive client's strategic initiatives

# nxtMOVE conducted qualitative and quantitative analyses of growth drivers related to Brand, Sales Force Structure, and Distribution Channels

## The Approach

(2 of 3)



Suggested Market Programs

		Increase in Client's Share of Aftermarket Purchases (\$MM)				
		20%	30%	40%	50%	60%
Program Adoption Rate	5%	\$11	\$11	\$12	\$13	\$14
	10%	\$21	\$23	\$25	\$26	\$29
	20%	\$42	\$46	\$49	\$53	\$56
	30%	\$63	\$68	\$74	\$79	\$84



## Our findings provided the client with a clear understanding of the aftermarket and delivered actionable insights to drive its growth

### The Results

(3 of 3)

- Identified significant growth opportunity in mid-tier customer segment; **re-defined distribution and sales strategy**
- Provided new insights into **customer preferences**; identified capture opportunities
- Identified need and opportunity to further develop the company's **brand**
- Initiated concrete actions to improve performance; launched **customer loyalty program**
- Provided further recommendations related to **site location**, **private label** opportunities, national **account management**, and implementation of a **web-based order system**