Case 2 : Furniture and fashion e-tailing due diligence for a PE Fund (1/2)

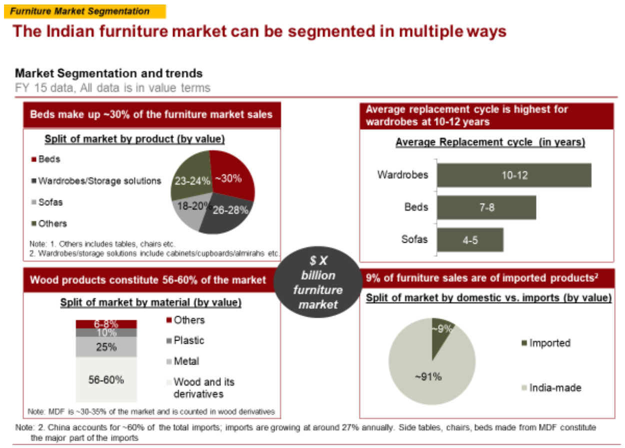
Objective	Region	Sector
To help the fund understand the furniture market competition landscaping, consumer preferences and target positioning vs. competition/ alternatives	India	Furniture e-tailing

Key points	Description
KEY ISSUES	▪ What is the current opportunity sizing and the growth drivers? ▪ What is consumer psyche towards furniture e-tailers? ▪ What is the current brand image and positioning category-wise? ▪ How does the competitive landscape look like and where is the target brand positioned here?
APPROACH	▪ Primary trade research across retail formats to understand the strength and disposition of category ▪ Primary consumer research to understand the consumer disposition towards category and map the buying cycle ▪ Discussion with industry experts to understand the market and trade dynamics. ▪ Secondary Research from various resources, RedSeer Knowledgebase, etc..
RESULT	▪ Helped the fund understand market dynamics and identify brand positioning vs competitive landscaping ▪ Guide on consumer preferences and suggesting the focus areas based on a long term market assessment

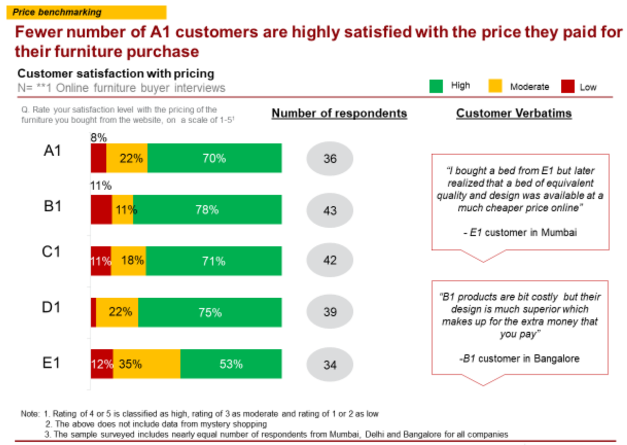
SOURCE: RedSeer Knowledgebase

Case 2 : Furniture and fashion e-tailing due diligence for a PE Fund (2/2)

1 Market Landscape – Furniture market segments



2 Customer satisfaction metrics for brand and competitors



3 Understanding brand recall - fashion

4 Gauging the Net Promoter scores for the fashion brand and its competitors