BROGGINI consulting
milano - madrid

Sector Analysis and Strategic Review for a Vending Operator





- **Background:** a **Spanish Private Equity Fund**, had recently taken control of a leading **Vending operator** in Spain

- **Assignment:** BCS carried out a complete research on the Vending market in Spain, and performed a thorough review of the firm's strategy and operations
  - Analyzed the structure of the Spanish Vending market
  - Determined the competitive position of the company through a national and international benchmarking exercise
  - Investigated client and end-user satisfaction levels through a series of interviews and surveys
  - Reviewed internal logistics and operations
  - Fine-tuned the focus of the business perspective and suggested specific areas for improvement
  - Explored additional growth opportunities outside the traditional boundaries of the business

- **Results:** the operator launched an internal performance improvement program along the guidelines recommended by BCS