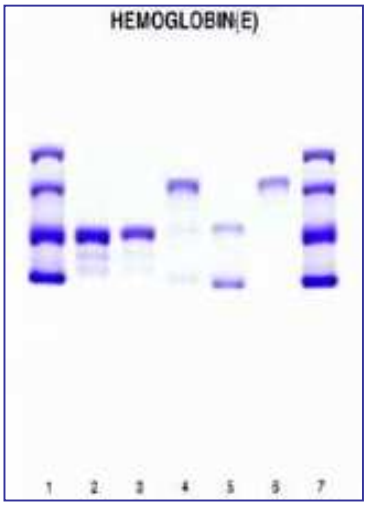
BROGGINI consulting
milano - madrid

Market Analysis and Clients Interview Program in the Clinical Analysis Sector





- **Background**: a **pan-European Private Equity Fund** was assessing a potential investment in a manufacturer of diagnostic devices used for clinical analysis, and was looking to perform several interviews with clinical labs in Italy and Spain

- **Assignment**: BCS completed an extensive analysis of the Spanish and Italian markets
  - BCS determined the evolution of the number of clinical analysis carried out in the market
  - Investigated the different techniques employed by the labs
  - Conducted interviews focused on the current perception of the Company's products, as well as on the quality level of the service provided

- **Result**: BCS reported the results and highlighted major opportunities and threats on a short-term and long-term perspective. The Fund formulated a preliminary offer, which was later rejected

