

- ③ **Background:** a **Spanish and a Swiss Private Equity Fund** entered a period of exclusivity to negotiate the acquisition of **Azuvi**, a Spanish tile manufacturer based in the industrial district of Castellón
- ③ **Assignment:** BCS performed a Due Diligence in all major European markets
 - Conducted face-to-face interviews with industry experts and company's clients
 - Assessed overall market situation and company's positioning
 - Reviewed local sales force and procedures
 - Validated business plan objectives
 - Recommended areas of improvements and short-term actions
- ③ **Result:** the Funds successfully closed the transaction
 - BCS was retained by the new shareholders and management to support the development of a new commercial strategy
 - The strategy eventually led to a new design of the commercial organization

