

- ③ **Background:** **Baring Private Equity Partners** entered a period of exclusivity to acquire a rental company specialized in construction equipment

- ③ **Assignment:** BCS completed an eight-week review of the company and its position in the rental market in Spain
 - The firm conducted face-to-face interviews with the management of the company and its clients, as well as with other industry experts
 - Analyzed the economic evolution of the market in the last years, as well as its perspectives for the future
 - Assessed the competitive positioning of the company and its performance in the last years
 - Investigated the main players operating in the industry and compared them with the company in terms of economics and competitive positioning
 - BCS finally identified several improvement areas, which were included in a short-term Action Plan

- ③ **Result:** the Fund closed the transaction and continued working with BCS to carry out the recommended Action Plan



Baring

