



🌀 **Background:** **Atecsa**, a Spanish vehicle inspection service provider owned by **Nmás1**, was looking to open new inspection centers to improve service in the area covered by the company

🌀 **Assignments:** BCS developed a detailed analytical model to determine the evolution of the demand for vehicle inspections in the region served by the client

- Estimated the evolution of demand per province and vehicle type, taking into account economic variables and social trends
- Developed a dynamic model to determine the individual market potential, to simulate the geographical distribution of demand and to determine optimal locations for new centers

🌀 **Results:** **Atecsa** incorporated BCS's findings into its business strategy

- New locations were chosen based on the output of the model
- Market estimations have been integrated into the client's business plan and were used as a basis for negotiation with local authorities and market regulators

**Nmás1**

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