

PE-Backed E-Commerce Case Study



An e-commerce portfolio company needed to understand the global market size for its product portfolio and business model to support successful exit

Objective

Support a PE fund's exit strategy development for a global e-commerce brand in the musical parts and instruments market

Approach

BCE conducted B2B customer interviews with key channel partners to understand frequency, volume, and order size for relevant products. BCE then designed, fielded, and analyzed an end-consumer survey to assess frequency, volume, order size, and trusted retail/e-commerce brands for relevant products. We then constructed a market sizing model to estimate market size, growth, and client share in both market segments across 18 countries.

Outcome

BCE identified key product and share opportunities at a regional level to guide revenue growth strategies. We recommended a focus on additional marketing activities to drive awareness of core product areas in key geographies.

