Typical M&A cases

01 **McKinsey (2019)**

A large healthcare provider is considering the acquisition of a startup that offers adjustable pills. The biodata is collected from the inside of a patient's body and can be analyzed to adjust the amount of medicine. Should they acquire the startup?

02 **Bain (2019)**

You client is a PC manufacturer that is planning to acquire a data center. They want this acquisition to be NPV positive and they would like to capture synergies on both revenue and cost sides. How would you approach this case?

03 **PwC/ Strategy& (2020)**

Your client is a global online social networking platform - ABC. They are thinking of acquiring a high-quality photo network - XYZ. ABC has reached out to you to get your advice. Should they acquire XYZ?

Typical M&A case prompt

McKinsey (2019). Our client is a CPG company that sells cleaning supplies. They are considering to expand their business through M&A. They have 12 projects in their pipeline. One of them is to acquire a dry-cleaning chain in the U.S. Should they?

Dry-cleaning service market	Target	Target valuation	Acquisition risks

▪ Size and dynamics of the market
▪ Major dry-cleaning chains
▪ Typical profitability
	▪ Product mix (e.g. all types of garments? After-sale services like delivery?)
	▪ Customer segments (e.g. premium/mass; B2C/B2B)
	▪ Geographical footprint
		▪ Profitability:
		  ○ Revenue
		  ○ Cost
		▪ Synergies
		  ○ Revenue
		  ○ Costs
		  ○ Knowledge
		▪ Investment criteria (NPV, ROI, IRR, etc.)
		▪ Target's price
			▪ Market specific risks
			▪ Target specific risks