

# Typical PE firm cases

01

**McKinsey  
(2019)**

Your client, a PE firm, is considering the acquisition of the company that offers a wave generation technology for surfing. Should they acquire it?

02

**BCG  
(2019)**

Our client is a PE firm. They are considering the acquisition of a Middle Eastern company that sells fake eye lashes. The target partnered with one major retailer (Sephora) to enter the U.S. market. Should the client acquire them?

03

**EY-  
Parthenon  
(2018)**

Your client, a PE firm, is looking into the acquisition of a transportation company that offers three different services. Should your client go ahead and acquire it?

# Typical PE firm case prompt

McKinsey (2020). Your client is a PE firm and they consider purchasing an almond farm. Should they?

## Almond market

- Size and dynamics of almond market
- Key almond producers
- Typical profitability

## Target

- Product mix (e.g. types of almond; vertically integrated?)
- Customer segments (e.g. premium/mass; B2C/B2B)

## Target valuation

- Profitability:
  - Revenue
  - Cost
- Investment criteria (NPV, ROI, IRR, etc.)
- Target's price

## Acquisition risks

- Market specific risks
- Target specific risks