



ORESA
EXECUTIVE SEARCH

Case Study

RESEARCH & VISION
for a NEW BUSINESS MODEL



- **THE BUSINESS**

Our client is a specialist retailer operating a number of well-known and respected brands within the male apparel sector.

- **THE CHALLENGE**

The client operates within a relatively mature market which is unlikely to see significant growth due to its static nature. The Chief Executive and board of directors were in agreement that there was potential for some smaller subsectors of the market to be disrupted, and more suitable business models for the future built around these areas.

ORESA was charged with undertaking intensive market research and analysis in order to establish the potential opportunities within the aforementioned subsectors.

- **THE SOLUTION**

First, ORESA identified the key players and suitable targets within the designated subsectors of the market. Once these had been identified, ORESA's research function mapped out their organisational structures and ran an internal talent assessment of key individuals and departments. The aim of this in-depth research was to develop an intimate understanding of this market niche, providing the client with a clear vision of the ideal business model.

- **THE RESULTS**

ORESA's research resulted in key director-level appointments and the development of a new business concept. Our extensive networking and highly discreet modus operandi also introduced a possible M&A target for the client.

- **CONTACT US**

Our research skills and deep industry knowledge enable us to conduct in-depth competitor analysis for our clients. All research is bespoke and tailored to deliver to individual business needs. For a confidential discussion, phone +44 (0) 203 675 1459 or email Orlando Martins at orlando@oresa.co.uk