STRATEGY | MERGERS AND ACQUISITIONS

# U.S. MARKET ENTRY RESEARCH FOR A UK FOODSERVICE COMPANY

A UK foodservice company valued at about £600 million wanted to enter the U.S. by acquisition. 4xi assessed the market, the risks and the targets, and answered one question: how will we win?

**CLIENT**
**UK foodservice company**

**MARKET**
**~$42B U.S. top 50**

**4XI ROLE**
**Market and target research**

**RESULT**
**Acquisitions completed**

## THE CHALLENGE

- No U.S. presence and limited market knowledge.
- A narrow field of companies in the target range.
- Ensuring strategic fit with shared clients.

## IDEAL TARGET PROFILE

- Revenue ideally $50M to $100M.
- Strong management team.
- Premium business, industry and leisure clients.
- 7x to 9x adjusted EBITDA.

## WHAT 4XI DID

**01** **Market sizing**
Top 50 and contracted market.

**02** **Sector SWOT**
Business, industry, leisure.

**03** **Risks**
Healthcare, unions, labor law.

**04** **Target scoring**
30 point fit criteria.

**05** **Alternatives**
Senior living, events.

## RESULTS

**A successful acquisition,** plus one more resulting from the research.

**Transatlantic opportunities** with shared clients.

**Informed decisions** grounded in research.

The right acquisition starts with the right question. Research turned a narrow field into a clear choice.