



AGI	HUI	WWE	PLD	EDR	GGT	GGT
1,822	20,367	870	4,350	10,365	445	4,800
(-25)	(-580)	(-20)	(-200)	(-580)	(-75)	(-15)
MBC	LH	MUB	POW	NTR	UOH	OHU
3,605	9,542	2,607	7,654	6,522	1,632	3,652
(-210)	(-120)	(-20)	(-140)	(-120)	(54)	(-180)
PRV	GAN	MMJ	BT	KLJ	CCX	QAI
3,204	5,211	7,100	7,150	782	1,901	3,290
(-30)	(-154)	(-40)	(-150)	(-14)	(-100)	(-20)
WV	WTF	HUM	GLE	L50	SOH	WQ
2,512	1,112	734	2,022	631	6,207	12,420
(-20)	(-20)	(-1)	(-18)	(-48)	(-57)	(-20)

WHY IS MARKET INTELLIGENCE CRUCIAL FOR INVESTMENT DUE DILIGENCE?

ABOUT INFINITI

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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What is investment due diligence?

Before entering into any mergers or acquisitions (M&A), it is crucial for companies to consider investment due diligence. Due diligence involves a comprehensive review of a company that facilitates investors to make informed decisions and mitigate risks strategically. It plays a vital role in assessing the company's long-term profitability as per market conditions, analyzing potential gaps in the current business practices, recognizing unrealized growth opportunities, and verifying disclosures and legal history that could impact future growth.



Poor investment due diligence could often end with catastrophic results. Decision-making that is not data-driven could prove costly for investors. Failing to identify key red flag events in the organization well in advance can lead to ruining of the company's reputation and financial stability. An effective investment due diligence goes well beyond analyzing readily available data that can be gathered via the internet or other secondary sources. A diligence report must offer market intelligence insights that is gathered through unbiased assessment, customer surveys, stakeholders and management reviews, competition analysis, and financial projections in order to be truly valuable to the company. In this article, we have listed out how market intelligence backed due diligence operation help businesses in more strategic decision- making.





Brand health assessment

Miscalculated decisions can cost investors millions of dollars. As a result, several buyers are now demanding to undertake in-depth analysis of balance sheet complexity, employee competencies and contracts, supplier contracts, review of IP and patents, loan agreements and outstanding or potential litigation if any, in the legal realm. This is where the expertise of a competent due diligence team comes into play. The team would work towards understanding the acquisition impact and how it would translate for partners and suppliers in terms of control. This data can be obtained by visiting the seller's headquarters and discussing the possible changes with their management, shareholders, and other key stakeholders of the business. Customers also act as a powerful guide in benchmarking the performance of a company. Aspects like customer satisfaction and loyalty can be assessed through surveys and telephonic interviews, and reviewing what customers are saying on social media.

Identify technological assets and intellectual property roadmap

A good due diligence program evaluates how well an investor's target business is equipped with technology that will eventually help meet the investor goals. An overview of the current choice of technologies, company patent portfolio, intellectual property risks, and possibilities to integrate new and emerging technologies will help draw a concrete business valuation. Through intense market research, investors can expect to not just gather this valuable information but also to gain insights into the strengths, weaknesses, and best practices to boost post-investment performance. Moreover, experienced market intelligence services will also provide detailed analysis of relevant patent documents highlighting potential infringements and any competing technologies on the horizon.

Understand competitive landscape

Competitor analysis is perceived to be one of the most arduous areas to procure tangible information. No competitor will readily divulge business information and secondary resources often offer a peripheral and outdated view of competitor position. Here's where the expertise of an efficient market intelligence team can dive in with smartly crafted surveys rolled out to customers and suppliers to provide insights into the health and intentions of a competitor. Furthermore, getting in touch with the sales team of your competition can uncover a surprising trove of precious data that would otherwise be impossible to gather. Weaving this information together with aspects like capacity utilization, the number of employees and real estate transactions through web research can provide a broader view of the competitive landscape.

Estimate market size and opportunity

Understanding the company's target market, trends, demands, size, and growth rate can help locate potential marketing opportunities. These findings will prepare investors with customer-driven market segmentation in order to build strategic product/ service launches. A primary aspect of due diligence, apart from assessing market growth, is to identify the growth intensity areas and the factors that drive revenue. Whether its price flexibility or unique positioning that is enhancing growth, investors should have a top-down or bottom-up view of the market estimate. This will help develop a cause-effect relationship highlighting the attractiveness of the target company. An ideal investment due diligence will provide investors with critical data analysis of everything from environment forces, to competition and other vital factors that could impact the target company's position. These insights are critical for assessing a potential deal and the pricing implications as well as setting a blueprint for post-deal strategy.



Get in touch with us!

Identifying market opportunities are easier with the right partner to provide you with intelligent business solutions. Know more about how our solutions can help you!



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