



CASE STUDY

Stress Testing an Equity Investment Thesis on the Growth Strategy of a Global C2C Marketplace

Tapping a Global Expert to Lead Research into Online Marketplace Expansion

CHALLENGE

An Asia-based investment management firm sought an independent assessment of how a global C2C marketplace player stacked up against the competition, and its potential expansion into new markets. It also wanted to connect with senior executives at top marketplace companies in North America to understand key growth drivers and their competitive advantages and disadvantages.

THE GLG APPROACH

The client partnered with GLG for a six-week project to design and conduct in-depth interviews with executives in the online marketplace industry, including ten custom-recruited GLG experts, complemented with extensive research to corroborate findings and analyze industry metrics.

To lead the engagement, GLG appointed a former senior executive of a leading marketplace provider with strong experience in defining and executing e-commerce business and monetization strategies in North America and Europe.

OUTCOME

The GLG team delivered a comprehensive report with unbiased findings and scenario analysis, highlighting competitive insights, opportunities, investment requirements, and relevant operational metrics. The findings validated the client's long-term hypothesis and helped shape its growth strategy.

FEATURED PRODUCTS



GLG Projects



GLG Consultations

[Learn more](#)

GLG provided deep-dive research and project management support by leading the engagement with custom-recruited experts in the online marketplace space, complete with a synthesized report.

Why GLG?

Project Depth and Breadth

GLG crafted the project engagement and research methodology. The team conducted custom interviews and desktop research, culminating in a final report within six weeks.

Qualitative Insights and Scenario Analysis

GLG complemented the interviews with extensive research to corroborate findings, analyze industry metrics, and deliver qualitative insights.

Guaranteed Objectivity

The GLG expert, as the project lead, acted as an extension of the client's team to speed up project workflows while avoiding internal bias.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2021 Gerson Lehrman Group, Inc. All rights reserved.