

CASE STUDY

Demand-driving pricing strategy expert

INDUSTRY: Consumer Products

BUSINESS TYPE: B2C

CHALLENGE

A PE firm came to us with a critical need for a pricing strategy expert to maximize revenue at one of their consumer products portfolio companies. Since competing against big-box retailers, the portco realized their need to set pricing that clearly conveyed the value of their offerings to their price-conscious and value-driven consumers. They set this objective as a top priority and urgently needed a PE-grade pricing strategy expert that had experience in the consumer products industry and could set a pricing and promotion strategy to maximize response rates and demand.

RESULT

Quickly after the initial scoping call, the PE firm and portfolio company were introduced to two PE-grade pricing strategy experts that specialized in the consumer products industry. The client selected their ideal choice. The PE firm was able to confidently drive an excellent outcome without wasting time and opportunity cost and the portfolio company was able to quickly achieve its objective of maximizing response rates and demand through strategic pricing and an aggressive seasonal promotional schedule.

SOLUTION

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade pricing strategy needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of pricing-focused strategic consulting firms that uniquely meet the private equity standard. We interviewed the PE firm to understand their specific key criteria and then connected the client with the select pre-vetted pricing strategy experts from our invitation-only Intelligent Network that fit their exact needs.

“ We got great value out of working with this pricing expert. He was professional, prepared, and very easy to work with. We would be more than happy to refer him to any client that is looking for a pricing expert. BluWave's commitment to upholding their PE-grade expectations enables me to drive value at my portcos as quickly as possible.

- VP at PE Firm & PortCo Board Observer