Commercial due diligence
and vendor due diligence

Edison offers a commercial due diligence (CDD) service for potential acquirors, producing a report assessing the market and strategic positioning of an M&A target.

Target: Public and private companies

The precise scope would be discussed and tailored to your requirements, but would typically include the following elements:

- Market structure, size and drivers.
- Key competitors, market share, basis of competition, barriers to entry.
- Customer survey and supplier feedback.
- Achievability of business plan, key risks and areas for improvement.

On the sell-side, to facilitate a competitive sale process or to ensure the bankability of a business for sale, Edison also produces vendor due diligence (VDD) reports.

CDD informs management ahead of an acquisition:

INFORMS	INSIGHT	VDD
A digest of the commercial information management should consider ahead of an acquisition.	Provides insight to help management avoid costly and unnecessary mistakes.	The seller provides acquirors with a summary of the info they would want to consider for an acquisition.

Why Edison?

Edison's broad research footprint means that it is ideally qualified to provide this strategic analysis, identifying the strengths and weaknesses of a target business and the attractiveness of the opportunity it represents.

Edison's business is to analyse companies and business cases and assess the achievability of the company's targets. From this platform, Edison can deliver the clarity and insight needed for the CDD to offer tangible value to management.

Edison's USP resides in its 80+ equity analysts across 10 sectors – sector experts with decades of experience. Edison also has a network of consultants and subject matter experts where deeper sub-sector specialism is required.

Enables management teams to make an acquisition with increased confidence, clearer on the risks and achievability of the business plan and targets.

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Edison Services Overview

Our services

Consulting includes working with clients on transactions and fund-raising projects, valuations, commercial due diligence, pre-IPO work, modelling, market reports and other ad-hoc projects.

Pre-IPO Research can help you prepare your board for life as a public company by telling your story to the market.

Equity Research ensures that investors are kept regularly informed on our client companies throughout the year.

Enhanced Distribution supplements the existing Edison distribution circuits with paid for newswire services that creates greater reach and engagement for our clients.

ResearchLink allows clients to embed our research on their company website improving investor engagement

InvestorTrack® is Edison's unique platform tracking the readership pf published research.

ADR Research directly targets US investors and our research has a proven track record in stimulating liquidity in ADRs and attracting new investors from the largest pool of capital in the world.

Boardroom Briefing is an honest, concise and independent view of various equity market themes and trends specific to a client's sector and business.

Investor Relations is a full service investor relations business that works with private and public companies, custom-building programmes of activity and accessing diverse pools of investment capital through its global investor networks.

Perception Surveys deliver the investor intelligence needed to help manage market expectations for the client's board of directors.

Targeted Investor Marketing enables your company and our covering analysts to work together to identify 25 key funds to target as potential investors.

EdisonTV executive interviews are a natural extension of providing investors with an update on the client company via social media.

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