



U.K. Apparel Brand Voice of Customer

Leveraging Consumer Surveys for Private Equity Investment Decisions

CHALLENGE

A global private equity client wanted to learn more about customers' perception of a famous U.K. apparel brand as a part of its due diligence before making an investment decision.

THE GLG APPROACH

GLG facilitated the end-to-end voice of customer survey process encompassing survey design, data collection, data analysis, and creating a report for the client.

A Network member with extensive experience in Fashion Retail assisted with the questionnaire design, focusing on key themes including consumers' unaided brand awareness, perceptions of the target brand versus competitors and regional shopping trends, to satisfy the clients research objectives.

GLG Surveys collected more than 1,100 responses and 35 different data points targeting a variety of demographics (50:50 gender split, different regions, and varying household incomes).

OUTCOME

The client used the customer insight report as a part of its due diligence process before making a decision about investing in the apparel brand.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

GLG facilitated an online survey targeting UK consumers about their purchasing trends and perceptions of UK apparel brands, as part of a client's due diligence.

Why GLG?

GLG delivered the consumer insights needed to evaluate a famous U.K. apparel brand. The survey was designed by a GLG Network Member with extensive experience in fashion retail.

The client got a comprehensive report and aggregate raw data in under two weeks.

Approach

The survey targeted U.K. consumers, aged 18-40. Demographic quotas were implemented on gender, regions, and household income to ensure a good spread of data.

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.

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