JOHNDUNHAM &ASSOCIATES
The Winning Side of Economics

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Industry Intelligence

Trusted industry intelligence is critical for investment firms wanting to make informed decisions related to their financial, operational, and strategic interests. Using proprietary modeling tools, John Dunham and Associates' (JDA) industry analysis provides unique insights that empower firms with the information necessary to make financially smart business decisions. JDA works with clients in public, private, and non-profit sectors and has expertise in the following industries:

- Alcohol
- Auto Repair Services
- Food and Beverage
- Energy
- Entertainment
- Industrial Manufacturing
- Sports
- Traffic Safety
- Telecommunications
- Tobacco
- Retail
- Transportation

In addition to providing industry intelligence, JDA creates custom economic models to analyze a wide range of scenarios related to products, regulations, and the marketplace. These models are an invaluable tool for identifying key trends and statistics to help make better business decisions.

Why Choose JDA?

a) A private equity group was considering a purchase of a consumer products company in an industry for which JDA has done extensive economic analysis. JDA made the client aware of a regulatory anomaly, which provided the company with a competitive, albeit likely short-term, advantage. This was critical information for the client in terms of making an informed decision on their potential investment. JDA also created a demand model for the client that demonstrated demand for the product under various pricing scenarios.

b) A private equity group was interested in purchasing a wholesaler. JDA provided the client with a comprehensive view of the industry, an economic demand model for the U.S. and Canada, and extensive economic analysis and forecasts related to tax and regulatory issues. The deal took years to reach closure and JDA was called upon frequently to provide intelligence and analysis throughout the process.

Products

- Demand models
- Pricing models
- Custom models
- Tax and regulatory analysis

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