

# Bain & Company in Brief





## About Bain & Company

### Who we are

Bain & Company is one of the world's leading management consulting firms. We support companies in important decisions on strategy, operations, technology, organization, private equity and M&A – cross-industry and cross-border. Together with our clients, Bain works towards achieving clear competitive advantages and upgrading enterprise value over the long term. The results-centered advice focuses on the client's core business as well as on strategies for tapping new growth fields from a strong base. Since our foundation in 1973 we have been measuring our success by the results of our consulting work.

### Shared Ambition, True Results

Long-standing customer relations are as much a fundamental linchpin of our work as are the recommendations from our loyal clients. Bain is a pioneer in results-centered and implementation-focused management consulting with a compensation model tied to this. We stand for concrete results measurable by the success of our clients. Bain clients who profit from our global competence centers for sector themes and functional tasks are demonstrably more competitive than their rivals.

### Our consulting ethos

Unlike the North Magnetic Pole, the geographic North Pole always remains true to its position. The same applies to Bain's consulting ethos, which we have been loyally pursuing since our foundation – straight-talking and striving for the best solution in union with our clients.



## Facts & Figures

In the last 30 years Bain has been  
active for **80%**  
of the DAX companies

**Foundation of Bain & Company  
in Boston: 1973**

Germany: **1982**  
Switzerland: **1998**

**55** offices worldwide in  
**36** countries

**Bain has worked together with  
more than 5,000 companies  
worldwide, including two thirds  
of the Global 500**

**7,000**  
employees worldwide  
Germany and Switzerland: **800**

**Global Managing Director:**  
Bob Bechek

**Germany:** Walter Sinn

**Switzerland:** Thomas Lustgarten

### Our offices – where to find us

Karlsplatz 1  
80335 Munich  
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### Your contacts – how to reach us

Any questions about Bain & Company  
and our consulting services?

- [www.bain.de](http://www.bain.de)
- [www.bain-company.ch](http://www.bain-company.ch)

Or contact us personally:

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### Your career – apply for a job with us!

Want to find out about career prospects  
at Bain & Company?

- [www.joinbain.de](http://www.joinbain.de)
- [www.joinbain.ch](http://www.joinbain.ch)

Or contact us personally:

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## Our products and publications

### How companies and customers learn from each other

Loyal customers are crucial: They remain loyal to a company for longer, buy more products and are more likely to recommend a company to others.

Companies alive with loyal customers **grow at twice** the average speed.

Bain's Net Promoter® Score (NPS®) provides the means to systematically measure and boost customer loyalty.

In regular publications, Bain experts explain from their consulting practice ways in which companies learn how their customers really tick.

► [www.netpromotersystem.com](http://www.netpromotersystem.com)

### Boom in luxury goods

In 2016, the global market for luxury goods grew to 1.08 trillion euros. This was primarily due to the higher sales volume of luxury cars. A trend towards luxury experience can be noted while sales of personal luxury products are at the same time in decline.

In terms of sales channels, stationary retail is losing momentum worldwide while e-commerce is growing in significance.

In 2015 sales in the global luxury goods market exceeded **the trillion euro mark** for the first time.

### Grasping digitalization as an opportunity

More and more companies view digitalization as an opportunity to further enhance their core business and offer customers better service. Bain has bundled together its digitalization competences from various industries. Our global team of digitalization experts supports companies in their digital transformation – in all sectors, worldwide.

► [www.baindigital.com](http://www.baindigital.com)

### Competitive edge through service

For industrial enterprises, service is a highly-profitable business that generates higher returns within a short space of time than R&D programs, new production sites or M&A. At the moment, investing in service is often the only means for many companies to boost their profits in the long term. Bain analyses show: The service business contributes as much as 22 percent to an industrial enterprise's revenues.

### How much Founder's Mentality® does your company still have?

Sales and profits are plummeting, the once sumptuous equity returns are in free fall. This is mostly due to company-internal reasons: Excessive bureaucracy, insufficient personal responsible and bad customer service. Even established market leaders can fall victim to this. Yet these crises are predictable – and can be overcome. To surmount them, companies must rediscover their Founder's Mentality to make themselves rebellious, customer-oriented and innovative again.

► [www.foundersmentality.com](http://www.foundersmentality.com)

For **90% of all enterprises**, the growth crisis is due to company-internal reasons.

### Global Private Equity Report

For financial investors, 2016 was a good year. PE funds worldwide managed to attract fresh capital of a total 589 billion US dollars. At the end of 2016, the sector had uninvested capital worth some 1.5 trillion dollars at its disposal – a record high. Bain is a global leader as a consultant for PE funds and each year publishes its in-depth expertise in its Global Private Equity Report.



For more information, visit [www.bain.de](http://www.bain.de), [www.bain-company.ch](http://www.bain-company.ch)

All Bain Briefs are available here:



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