



EY-P x 180DC CASE COMPETITION

ABOUT

EY-Parthenon is one of the largest global strategy consultancies committed to bringing unconventional yet pragmatic thinking together to deliver actionable strategies for real impact in today's business landscape. 180 Degrees Consulting (180DC) is the world's largest university-based consultancy that works closely with some of the most influential, socially-oriented organizations to strengthen their ability to achieve high-impact social outcomes.

For UCLA students, this case competition is an unparalleled opportunity to tackle a real-world corporate social responsibility mergers & acquisitions case, as well as develop and showcase their problem-solving skills, engage with like-minded students, and interact with EY-Parthenon professionals.

OVERVIEW

Lalime Sportswear, a fast-fashion athletic apparel company, is attempting to transition into being more sustainable. They are working towards the [UN Sustainable Development Goal](#) 12. Lalime's goal is to make 100% of their products with sustainable materials and meet climate targets by 2050. They're looking to merge or acquire another clothing company to create a new and more sustainable line of clothing.

What are key elements Lalime Sportswear should consider when evaluating potential companies in the US and what company is the most optimal target for a merger or acquisition?

In your final recommendation, you should evaluate the market, identify and assess a target company, and detail any potential risks & benefits.



LAYOUT & CONTENT

Please submit a slide deck with a *maximum of 3 slides*, not including the cover page and appendix. Within your 3-slide submission, please include supporting data or commentary that may help the client understand your recommendations and *cite all resources* in the appendix. Do not include any content inside your appendix other than citations or links.

This submission is intended to be a summary of your recommendations—be succinct and include the most relevant information! Please keep in mind that your slide deck will only be judged on the quality and creativity of your recommendations, as you will *not be presenting* your submissions in the first round.

You may look to the following points to guide you:

- What does the current market look like (e.g. size and forecasted growth, barriers to entry, competitive landscape, customer dynamics, etc.)?
- What factors should Lalalime consider when evaluating potential targets for a merger or acquisition?
- What is the best target for a merger or acquisition and why (e.g. financial stability and/or growth, market share, organizational structure, brand value, etc.)?
- What are the expected costs and return on investment for Lalalime?
- Where might Lalalime be able to recognize synergies between the two companies (e.g. cost or revenue synergies, etc.)?
- What are the primary risks to performing the deal?

SUBMISSION & TIMELINE

[Sign up](#) for a 15 min officer hour with a 180DC member on *April 10*. Availability of sign ups will be based on a first come first serve basis.

1st Round Submission Deadline: April 11 at 11:59 PM PDT

Submit your slide deck via this [form](https://forms.gle/pD88XJzxqew79UQBA) (<https://forms.gle/pD88XJzxqew79UQBA>) by the deadline. Your team members' names should not be anywhere on the cover page or in the submission. This is to ensure that your deck will be evaluated fairly by all judges.

Submissions with names will be automatically disqualified. Please title your slide deck as follows: "TeamName_V1" (e.g. "Rocket_V1").

Following the submission period, your team will be informed if you are progressing to the second and final round by *11:59 PM PDT on April 15 2022*.

The top 5 teams advancing to the final round will have the opportunity to present a more comprehensive slide deck of their recommendations to EY-Parthenon professionals

on *April 21 2022*. Final round slide deck submissions are due by *11:59 PM on April 20th*. Further details will be provided to the teams that advance.

If you have any questions, feel free to email UCLA 180 Degrees Consulting at ucla180dc@gmail.com. We look forward to seeing your submissions!



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