

JSA consulted with a private holding company in evaluating various strategic alternatives for expansion or redevelopment of US gaming license



“JSA worked with our senior development team to evaluate both our existing operations and potential new sites for redevelopment.”

“JSA provided our team with an objective source of critical information needed to evaluate the best possible path forward for our investment.”

M. Brent Stevens, Manager

Peninsula Pacific, Los Angeles, CA

Company

- Private holding company that acquires controlling interests in and actively manages businesses in the consumer and industrial sectors

Challenge

- Evaluate various locations for expansion or redevelopment of gaming license asset to achieve highest risk adjusted return

Solutions

- Gravity modeling, gravity indexing, population penetration algorithms and other market evaluations

Results

- Previously unappreciated strategic alternative was uncovered