

CASE EXAMPLE – MARKET ENTRY FEASIBILITY STUDY

Situation	Approach	Result
<ul style="list-style-type: none"> • A leading Indian abrasives manufacturer • Operating essentially in an oligopolistic market wanted to increase market share • Willing to implement a brand extension strategy to strengthen its brand equity • Wanted to do a market entry feasibility study for the product 	<ul style="list-style-type: none"> • Evaluating overall market potential for the product <ul style="list-style-type: none"> – Total Market potential calculated by customer segments across the range of sub-products. – In-depth interview with 180 key accounts to understand the consumption pattern, buying decision influencing factors and gaps in the market. – Prioritizing customer segments attractiveness and approachability • Identifying the synergy of existing sales and customer channels with the new product range <ul style="list-style-type: none"> – A network of 175 channels was evaluated for its synergy with the new product segment – Potential target and coverage for channels already selling the products of other suppliers – Key buying decision factors across product mix were mapped against the strength of existing channel structure. – Detailed study of channel dynamics of new product segment • Assessing domestic & international competition and evaluating a sourcing strategy <ul style="list-style-type: none"> – Detailed profiling of top 20 players in Indian market – Price point assessment – Assessment of organized and unorganized market (distribution network, brand presence, certifications, marketing channels, product range, revenue) 	<ul style="list-style-type: none"> • Evaluation of directly addressable market <ul style="list-style-type: none"> – Based on existing customer base requirements – Sales potential of existing dealer network • Prioritization of customer segments for roll-out • Identification of essential industrial norms and certification • Short listing of product mix based on several criterion <ul style="list-style-type: none"> – Synergy with existing business – Market Potential – Gap in customer demand – Channel Dynamics • Proposal on marketing client reach-out strategy • Helped the client on identifying potential sourcing partners