



CASE STUDIES OF "INDIA ENTRY"

Case study No. 1

- BRITISH CONSUMER PRODUCTS COMPANY KICK STARTS OPERATIONS IN INDIA

Key deliverables:

1. Research potential of the Indian market on its core areas of expertise.
2. Business and Marketing planning
3. Due diligence and legal formalities
4. Advice on selection of the right location for office
5. Recruit manpower

Process flow of SMC for this assignment

- Researched on the potential of the Indian market by finding opportunities in the consumer products market, identifying gaps, scope for products and services of this company and how they can be tapped.
- A business plan for the next three years was prepared detailing a step- by-step approach and an analysis of the costs versus benefits.
- Various formalities like company registration, due diligence and company incorporation were undertaken to establish the company according to the Indian law
- A comprehensive plan of action was prepared outlining which location could be ideal to set up an office and how using this location, potential in this market be tapped in the best possible manner.
- After choosing the location base, recruitment of the staff and office facilities were set up to kick start the operations.

Challenges faced :

- Decision on “own set up versus tying up with a local company”
- Finding right location which would be strategic at the same time justifies the cost spent.
- Working on keeping costs low and planning for break even within two years.
- Educating the company on the way of working of Indian business

Case study No. 2

- AMERICAN IT COMPANY LOOKING FOR DISTRIBUTORS FOR IT PRODUCTS

Key deliverables :

- Researching Indian market for potential of its products
- Identifying prospects for distribution
- Establishing contact with concerned person and corresponding.
- Meeting and making presentations on behalf of the Company.
- Negotiating terms and conditions.
- Complete ground work for negotiations and discussions at an advanced stage for clients.
- Selection of the right partner

Process flow for this assignment :

- The Indian IT hardware industry is very competitive and it was important to establish through research whether there is indeed a potential for our client in this marketplace.
- A database of existing distributor of IT products was prepared and correspondence was initiated to explain about the company and the proposition.
- Those who expressed interest in knowing more about the company and the offer in detail were met, given presentations and terms and conditions were explained
- Entire ground work was prepared so that our clients came and met prospects before deciding on the right partner for a Tie-Up
- Upon agreed terms and a mutually beneficially understanding, selection of the partner was done.

Challenges faced :

- Decision between selecting multiple regional distributors or one single national distributor
- Negotiations between marketing spend ratio by the parent company and distributor
- Issue in giving complete autonomy in decision making for distributor
- After sales supply service and defective products policy discussions