



CASE STUDIES IN RESEARCH

Case study no. 1

- ASCERTAIN VALUE OF IT IN BPR IN UK, US AND EUROPEAN CORPORATIONS

Methodology

- Identifying corporates having implemented BPR in UK, USA and Europe
- Identifying key people in the organization like IT manager, Operations Manager etc.
- Mailing/Calling them to explain about this research
- Interviews with a combination of telephone and email.
- Contacted around 400 companies
- Responses generated from 53 companies

Summary of Findings

- Assessment of BPR implementation process
- Use of IT in this process and implications
- Study allocation of budget, key decisions taken, process of implementation
- Role of consultants in BPR
- Analyze reasons for re engineering

Case study no.2

- RESEARCH EXPORT POTENTIAL OF INDIAN WINE INDUSTRY

Methodology

- Finalize objectives and deliverables of research
- Design data collection methods, survey design and research plan.
- Primary data collection by interviewing wine companies, stake holders, industry associations, government departments and industry experts.
- Secondary data collection included consulates/ embassies' libraries , internet, business magazines, journals
- Data collection, validation, analysis and report writing

Summary of Findings

- Analysis of global industry in terms of growth patterns, market size, market potential important producers
- Analysis of Indian Industry in terms of market size, growth potential, consumption levels, influencers like health trends, high disposable income, changing life style etc.
- Competitor analysis including top wine producing and exporting countries, their key strengths, key markets, strategies, growth cycle, government support/initiatives
- Study of key Indian players-their growth strategies, range of products, future outlook
- Understand important drivers for this industry
- Develop marketing strategy, recommendations for Indian industry to be a global player
- Generating database of potential Buyers/Importers in different countries for contact as an action plan.