



SIDDHI

**MANAGEMENT
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● **Research & Analysis** ● **Training** ● **Tie-ups**

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CASE STUDIES OF RESEARCH PROJECTS

Export Potential of Indian Wine Industry

Research Methodology

- Primary data collection by interviewing Wine companies, Industry Associations, government officials like MIDC, APEDA , networking in conferences, experts.
- Secondary data collection included consulates/ embassies' libraries , internet, business magazines, journals

Summary of Findings

- Analyze global industry in terms of growth patterns, market size, market potential important producers
- Analyze 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
- Key Indian players-their growth strategies, range of products, future outlook
- Important drivers for this industry
- Marketing strategy, Recommendations for Indian industry to be an important global player
- Generating database of potential Buyers/Importers in different countries

Ascertain value of IT in BPR in UK, US and European Corporations

Research Methodology

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

Summary of Findings

- Study BPR implementation process
- Analyse use of IT in this process
- Study Budget, key decisions taken, process of implementation
- Look into role of consultants
- Analyse reasons for reengineering

Feasibility Study for Proposed Malls at Navi Mumbai

Research Methodology

- Primary data collection included interviews with potential consumers, students, businessmen, professionals, government authorities, observational research
- Secondary data collection included published information from government publications, internet etc.

Summary of Findings

- Mapping location vis-a vis its advantages, limitations etc.
- SEC classification of population within a radius of 4-5 kms
- Classification of population in terms of profession, business etc.
- Understanding behavioural, consumption patterns of potential consumers
- Economical indicators such as income levels, per-capita income, disposable incomes.

- Classification of businesses into categories such as industry, retail, hospitality, miscellaneous etc
- Sales/business per business establishment
- Consumption at branded outlets, retail brands, consumer preference towards brands.
- List of educational establishments such as schools, colleges, engineering/mba/medical colleges, their student population, consumption habits, most frequented places etc.
- Competitor analysis, strategies, future plans
- Footfall study at existing Malls, preparing benchmarks
- Recommending appropriate product mix, store combination
- Research of location in terms of its existing and proposed infrastructure, public facilities, road, railway facilities, future plans of municipal corporation/government

Potential of proposed Recreational concept /Mall at Lonavla

Research Methodology

- Primary data collection included interviews with potential consumers, students, businessmen, professionals, government authorities, observational research
- Secondary data collection included published information from government publications, internet etc.

Summary of Findings

- Economic indicators like population, streams of income, per capita income, professions, business classification
- Estimating number of tourists and classifying them
- Identifying popular tourist spots and their footfall
- Exploring opportunities for Club, marriage hall, convention centre, retail mall, restaurant, games facilities etc.
- Recommending tenant mix, product mix, concept at property
- Identifying areas of recreation or meetings such as temples, picnic spots, restaurants
- Average room tariff
- Per person expenditure, popular expenditure items, alternatives
- Analyzing which cities tourists come from, classifying them into SEC, mode of transportation used
- Study room bookings, average tenure of staying

- Local consumption habits, need gap analysis
- Brands available and their sales
- Services offered by Hotels-restaurant, lodging, conference facilities, recreation
- Identifying need gap in the Hospitality industry

Potential for Special Economic Zone

Research Methodology

Primary data collection included the following

- Interviews of Industries in Industrial belt of Nasik
- Interviews of Industrial belt in Mumbai, Thane, Navi Mumbai and Pune
- Interviewing key Management people and decision makers
- Responses from Industry Associations, bodies, government officials, policy makers

Secondary data collection included researching from industry journals, business publications, internet

Summary of Findings

- Survey of Industries in Industrial belt of Satpur, Ambad and Sinnar classifying industries
- Analysis of Industry infrastructure, manpower availability, and strengths
- Constraints of this Industrial belt in terms of electricity, manpower etc.
- Interviewing Industries in Industrial belts of Mumbai, Navi Mumbai, Thane, Pune to assess their interests for the proposed SEZ
- Data collection of these Industries included size of company, type of industry, manpower strength, constraints faced, basic financials.
- Competitor study in terms of other SEZs- facilities being offered, phase of decision/completion
- Industry study to identify their scope and growth prospects
- Identifying sunrise Industries and their scope in the proposed SEZ