

# SMC

Profit from our expertise

- Research
- Data Processing & Analysis
- India Entry



# about us



SMC is a full services Consultancy firm working in the areas of Market Research, Data Processing & Analysis and Bespoke solutions for “India Entry” for clients all over the world. Established in 2000, we have been servicing clients in diverse industries that includes Airlines, Animation and Gaming, Automation, Agro Products, Banking, Biotech,

Consumer products, Construction, Entertainment and Leisure, Food processing, Financial Services, Hospitality, IT and ITes , Infrastructure, Industrial Products Power, Retail, Telecom, Tourism and Wine. Besides our in house team, we are well networked with our Associates across the globe particularly in the UK, USA, Germany, Russia and Japan.

## Strengths of SMC:

- Combined Industry experience of more than 25 years.
- Sound knowledge of Consumer and Industrial sectors.
- Past industry work includes Airlines, Animation and Gaming, Automation, Agro Products, Banking, Biotech, Consumer products, Construction, Entertainment and Leisure, Food processing, Financial Services, Hospitality, IT and ITes, Infrastructure, Industrial Products, Power, Retail, Telecom, Tourism, Wine.
- Young and Professionally qualified team with Management backgrounds.
- Well developed network of Associates across the globe.
- Quality at par with International standards.
- High level of Commitment and Integrity.
- Scientific approach and use of software tools in research and analysis.

## our team

### **Pankaj Muthe** : Principal Consultant

A Commerce graduate and holds a Management degree from one of the top B schools in India. Has more than 10 years experience in Management, Research and Sales across industries like Airlines, Animation and Gaming, Automation, Food and Beverages, Industrial products, IT and ITes, Wine etc. He is widely travelled and has special knowledge of working with British businesses.

He has been associated in various capacities with British organizations that include Consultancy and Research, Government bodies, Security, IT and ITes to name a few. He is also the co-founder of an IT company specializing in Geographical Information Systems, Utility Management and Computer Aided Drafting. This company serves the International markets mainly the UK and USA.

# research solutions



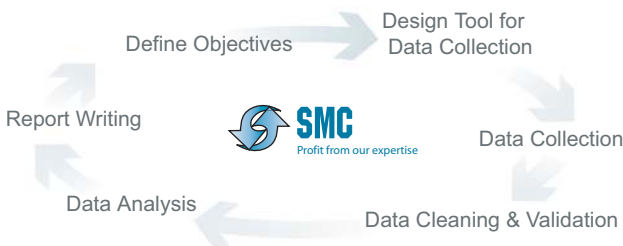
SMC provides expert analyst advice and dedicated client support to deliver tailored solutions in research . Focused research supports informed planning and decision making, either for developing new propositions or for exploring existing business issues. Our research expertise spans a wide array of sectors and functional

lines with each catering to specific business needs of our clients or to solving specific business issues for them.

In the past, we have offered following solutions backed by research inputs to our clients:

Marketing Planning, Market Potential Assessment, Project Feasibility Study, Trends Monitoring, Branding Strategy, New Market Entry, Competitor Analysis, SEC Profiling, International Market Research, Consumer Profiling, Advertisement Impact Studies, Customer Feedback and Analysis, Employee Feedback Study, Dealer Satisfaction Survey, Data collection.

## We adopt the following methodology for our research projects :



## our team

### **Kalpana Ambavane** : Chief Marketing Officer

Kalpana is an MBA from a top B School and brings with her valuable corporate experience having worked with Multinational Companies in senior positions. She has been a top performer at the national level and consistently delivered results during her career. She has a domain expertise in Sales and Distribution and understands Marketing at the grass root levels.

### **Arvind Karmarkar** : Associate Consultant

Specializes in JVs and Tie-Ups and fluent in Japanese. He has over 25 years of experience having worked for various Industrial and consumer goods companies. He has facilitated technology transfer agreements in Industries that include Biotech, IT, Engineering Services, Automation, Industrial Products among others..

# India market entry

## Why India?

Indian economy has been witnessing a phenomenal growth since the last decade. Despite the global slowdown, the Indian economy is estimated to have grown at close to 6.7 per cent in 2008-09



## “India Entry” by SMC

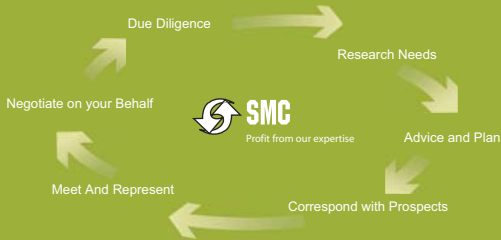
One of SMCs areas of expertise is to assist businesses with market development and finding right business partners in India.



## Services offered for “India Entry” include :

Business Planning, Marketing and Sales Consultancy, Location Advice, Documentation and Government Formalities , Distributor/Channel Partner Search, Technology Transfer, Joint Ventures/ Tie-Ups

## Process Flow for “India Entry” :



# data processing & analysis



SMC uses best of breed products and data analysis processes to analyze data and gain insights. We build client specific modules for data processing and analysis using tools such as SPSS, Quantum, Quanvert, Win Cross, mrTables, Excel, Access and MS-SQL.

Our well experienced analytics team provides data analysis services for various types of studies. Our Data processing services can be grouped as follows : Data Cleaning/Data Validation, Tabulations and Statistical analysis

# testimonials

“SMC has fine capabilities in Research and Analysis. I have no hesitation in using their services in the future and recommending them to others”

**UK Research Company**

“SMC has been the face of India for us. They provided us with research based inputs on the Indian market for our product, introduced us with the right channel partners and did hand holding till we were on our own.”

**UK Consumer Products Company**

“SMC has been excellent in data analysis, correlating the information and presenting the same in an intense yet lucid form.”

**US Data Processing Company**

“SMC did the ground work, represented us in meetings, helped us in finding the right partner and was really the face of our company till we set up our operations in India.”

**UK Research Company**

“Pankaj Muthe and his team have done a commendable job within a short time span. We appreciate their hard work, integrity and commitment towards the job provided to them.”

**Indian MNC**

# clients & associations

- KSB PARTNERS
- LAFARGE
- MARTIN HORNE AND COMPANY
- MEDC
- OCTAGA
- RELIANCE
- RESEARCH ASSOCIATES
- SHAPE
- SPANDIGIT
- TATA
- TEKIGOU
- UKIBC
- UKTI
- WORLD TRADE CENTRE

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