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Company **SolPrint, UK**

A software development company from United Kingdom have developed a Print MIS/ERP software solution targeted at Print and Packaging Industry. They expressed their intentions to enter Indian market with Distributor Partners.

Industry Software

Background The principal company, i-teba SP Limited is in IT Products and Services business in London, United Kingdom. SolPrint, is a Management Information System (MIS)/ERP designed specifically for the Printing and Packaging Industry. The product is established as one of the leading systems available in the UK.

Challenge The target market is very niche. So challenge was to understand the solutions offerings, its applications, market and then assist with strategy development on partners. Based on this prepare evaluation criteria, identify, carry out due diligence and short list partners.

Our Approach We thoroughly studied the software products, industry and realized that Indian market is not very big. Being an MIS solution (ERP), it needs to work with Indian scenario, complex tax structure and Communicating with popular Tally accounting software.
We realized that mere devising Distribution strategy and appointment of Distributor partner will not give any success. The most important is to customize the software to suit Indian working conditions. Accordingly, we recommended this to the management.

Implementation We drew up the Distribution strategy. We mapped the industry in this region and identified various companies who could be probable Distribution partner. We prepared evaluation criteria to carry out due diligence of the prospective partners.

We personally travelled in the market, had meetings with prospective partners, carried out due diligence and short listed requisite number of partners. Joint visits were made to short listed partners to complete the process of appointments and have business discussions.