

Breaking boundaries
Business sense for
the real world





The Right Direction

MOST BUSINESS IDEAS BEGIN AS FLEETING MOMENTS OF INCREDIBLE INSIGHT—AT TIMES HURRIEDLY SCRIBBLED ON PAPER NAPKINS OR BACK OF BOARDING CARDS...

SOME OF THESE IDEAS ACHIEVE SUCCESS AND NEAR IMMORTALITY; CREATING IMMENSE OPPORTUNITIES WITHIN AND BEYOND GEOGRAPHICAL BOUNDARIES. INDIA IS THE GREAT OPPORTUNITY TODAY, SHAPING UP MANY NEW BUSINESS VENTURES.

MANY ORGANIZATIONS ARE EVALUATING AND MOVING IN TO CAPITALISE ON THE **"INDIA OPPORTUNITY."**

IN ORDER TO ACHIEVE THIS, WE PROVIDE ONE POINT ACCESS TO OVERSEAS ORGANIZATIONS WHO WISH TO VENTURE INTO THE INDIAN MARKET.

WE HELP YOU REALISE YOUR **"INDIA VISION"**. AS PART OF OUR SERVICES, WE PROVIDE COMPLETE SOLUTION TO CREATE AN INDIA FOCUSED BUSINESS VISION AND CONCEPTUALIZE A BUSINESS STRATEGY.

OUR SERVICES INCLUDE THE EXECUTION AND IMPLEMENTATION OF THE BUSINESS STRATEGY.



Services Offered

WE START EVERY PROJECT WITH A QUEST TO THOROUGHLY UNDERSTAND AND ANALYSE A COMPANY'S VISION, ITS ACTIVITY, THE MARKET IT OPERATES IN AND THE AUDIENCE IT COMMUNICATES WITH. THIS KIND OF IN-DEPTH RESEARCH, ANALYSIS AND STRATEGY DEVELOPMENT IS CRITICAL TO BUILDING STRONG FOUNDATIONS FOR THE ORGANISATION.

Market Analysis

The India Business Vision is the result of complete market analysis. So the stepping stone is to understand the market, its potential for your products and evaluate risk.

The access to important and essential information is very critical. At the same time the information need to be very specific.

We undertake the most important task of Market Analysis as your partner in the project.

The comprehensive market study approach includes,

- ▶ Evaluating Market Potential
- ▶ Competition
- ▶ Industry Report
- ▶ Product Range Analysis
- ▶ Pricing Analysis
- ▶ Market Research

Location Analysis

- ▶ Location Study
- ▶ Recommendations

Strategy

We will conceptualize Business Strategy based on Market analysis, Company's Vision. Besides the research inputs, our ideas will also contribute to devise the strategy. This will be the road map to kick start India Business. The services include

- ▶ Entry Strategy
- ▶ Business Strategy
- ▶ Channel Strategy
- ▶ Service Structure
- ▶ Organization Strategy

Business Set Up

Once we have done with research and devised strategy, we will help you to execute and implement the India Business plan.

We will partner with other organizations to provide all services under one roof.

- ▶ Company Formation
- ▶ Organization Set Up
- ▶ Distribution Strategy and Set Up
- ▶ Tie-up with Strategic Partners

Principal Team

Our Core team consist of Innovative Senior Management Professional with 20+ years of progressive experience in sales, marketing and business development in various industries. Have skills to capitalise on new opportunities, drive business growth by establishing strategic relationships.

Also have experience in building up organization from ground zero by conceptualising and realising strategic plan that will generate business.

The professional expertise includes

- ▶ New Start up operation set up (conceptualisation till implementation)
- ▶ Profit & Loss Management
- ▶ Budget planning and execution
- ▶ Drive business
- ▶ Devise and implement distribution strategy
- ▶ Marketing Management
- ▶ International marketing
- ▶ Building Strategic partnerships
- ▶ Operations Management (Sales and Service organization)
- ▶ Customer Support



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