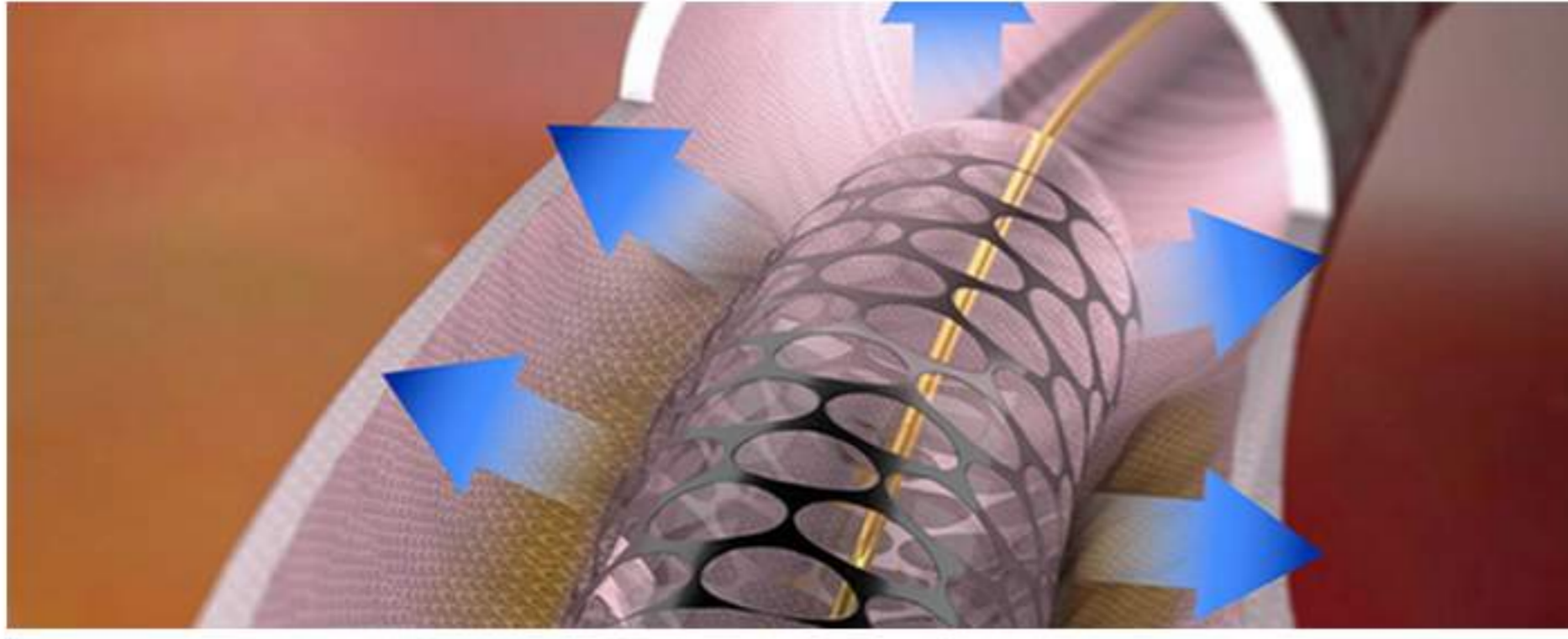


WIDENING THE CUSTOMER BASE FOR AN AMERICAN MEDICAL DEVICE COMPANY THAT HAD BEEN SUPPLYING TO LIMITED CUSTOMERS IN INDIA

INDUSTRIES: PHARMACEUTICALS/HEALTHCARE

SERVICES: EXECUTIVE SEARCH INDIA ENTRY STRATEGY



ABOUT THE CLIENT

An American medical device company that manufactures specialised high precision wires had been supplying to a few customers in India for years. It needed a better understanding of the market and access to right customers for India to contribute more in global sales.

PROJECT BACKGROUND

Tecnova implemented a phased approach involving:

- Detailed market assessment of India market opportunities, competition, and demand & supply gaps.
- Devising suitable India Entry Plan and estimated business potential
- Identification of live business opportunities and warm leads for the client.
- Road shows for the client to meet potential buyers and helped convert those opportunities into real business.

The client was delighted and went on to set up a full-fledged India business entity with help of Tecnova's Incubation service. In order to expedite the business, Tecnova also hired a Country Manager with industry experience and continues to provide sales support by identifying potential buyers and providing real-time market information.



BENEFITS

- ✓ Complete value chain from market understanding to setting up a business entity completed in six months
- ✓ Secure entry in the Indian market based on actual pipeline and warm business opportunities
- ✓ Fast set-up with limited liability and no overhead costs
- ✓ Real-time sales traction with a dedicated team working to establish and grow the business

