

INDUSTRIES: INDUSTRIAL

SERVICES: EXECUTIVE SEARCH INCUBATION AND BUSINESS DEVELOPMENT



ABOUT THE CLIENT

The client is a leading American Association for setting engineering codes and standards.

PROJECT BACKGROUND

The client wanted to expand its reach to Educational institutes, Public Sector Units and individuals through its products and services in India.



TECNOVA'S APPROACH AND SOLUTION

Tecnova conducted a comprehensive market research for the client to gain deeper understanding of the market. Based on the market study, Tecnova developed client's India business strategy which included revenue projections, need gap analysis, marketing and sales strategy and a business plan.

Then Tecnova hired the operations team for the client in India, including the Country Manager. Additionally, we incubated the client's India set-up and provide long-term advisory support to increase business and reach in India.

BENEFITS

- ✓ Fully managed, plug-and play model to operate - with all administrative support
- ✓ An experienced and technically superior team to carry on the client's operations in India
- ✓ Long-term advisory support to identify opportunities and expand reach keeping in mind the niche target segment of the client.

