

T&A Consulting

Business with India Starts Here...

European Construction Equipment Manufacturer

Background

European manufacturer of concrete block making equipment with no prior experience of the Indian market

Client Objectives

- The company wanted to undertake detailed study to understand the use of concrete in Indian construction techniques
- The company also wanted to know whether any market existed for its machines in India

T&A Approach

Market Intelligence

- Included a study of local players who made similar machines , however, with much lower production capacity
- Significant price difference between local machine available at approx. EUR 3,000 as against company machine available between EUR 70,000 – EUR 100,000. Despite the price difference, significant interest from the Indian market as new application areas identified.

India Business Development (Lead Generation)

- Quasi representation provided to the company in India with a dedicated person to lead this initiative and establish contact with potential customers, influencers and dealers
- Initial contact made with over 200 major contractors and developers with client marketing literature delivered, one on one meetings held and presentations made to key decision makers.
- Further research led to the adaptation of existing equipment to suit local requirements and market conditions in India

Outcome

- Distributor Agreement signed with a company in Bangalore, which was the first official representation of the client in India
- Sales of over USD 500,000 achieved within 12 months