



SECTOR: RAILWAYS

Background

Market Opportunity Assessment & Competition Benchmarking for a Swiss Company in the field of Geo-Technical Engineering for Railways, Roads & Hydro-Power Sector

Client Objective

Opportunities assessment for geo-technical products and services within select infrastructure segments including Railway, Roads & Hydro-Power. Identification of Key stakeholders for project tendering and implementation. Competitive Benchmarking of Foreign Companies operational in India in the field of Geo-technical Engineering. Initial Assessment of entities for local collaboration in India

T&A Approach & Scope of Work

Market Intelligence

- Information on target groups and opportunities in geotechnical studies required in tunnelling, track survey and maintenance works undertaken by road, railway and hydro-power authorities at pre-construction stage and for maintenance and operation of railway tracks
- An analysis of various projects, current status, scope of work and budgetary allocation
- In-depth research on the potential channel partner companies; shortlisting on the basis of technical expertise, experience in target sectors, marketing and sales know-how, market reputation amongst clients and suppliers
- The research study included in-depth profiles of various stakeholders including government bodies, competitors, and target customers (organisation overview, technical expertise, industry experience, product portfolio, and key decision maker(s))

Outcome

- Detailed advisory report was submitted to the client, which included a detailed sectoral overview, key target groups, planned project, target customer segments and potential channel partners