



# **ResearchnConsulting for Strategic Actionable Insights**



“

***It is no longer enough to satisfy customers.  
You must delight them.***

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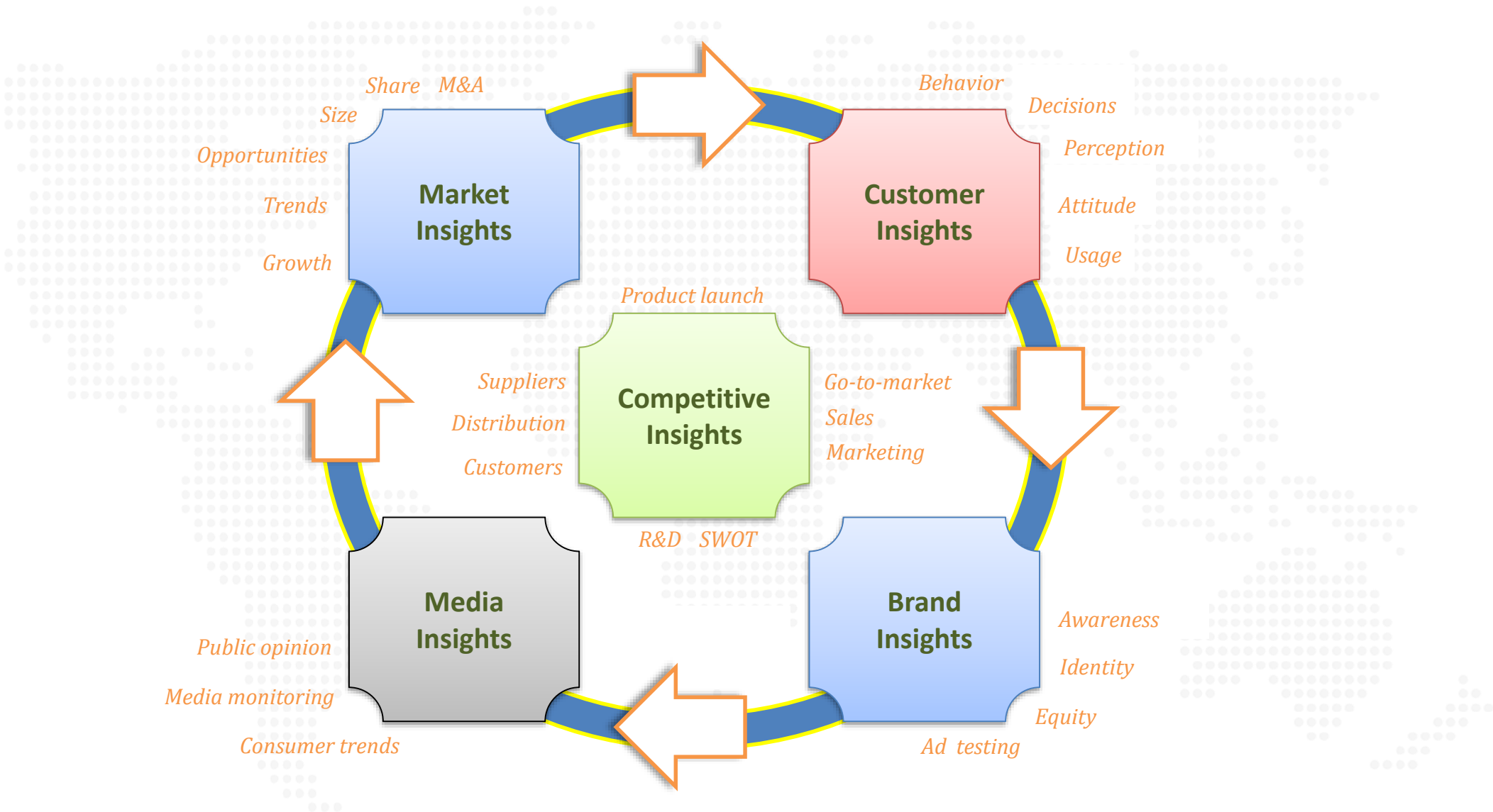
*- Philip Kotlar*



- Where are the market opportunities for our business?
- What is our position in the competitive marketplace?
- What are our competitor's internal strategies?
- Do we understand our customer requirements well enough?
- Do our customers have good awareness of our brand?
- Which companies are best suited for mergers & acquisition?
- How do we penetrate developing markets?



**How ResearchnConsulting Can Help You**



# Services Offered on End to End Consulting

1 ResearchnConsulting develops research strategies and solutions clearly understanding the fundamental problems faced by organizations globally. We deliver information, insights and advice that directly support clients' marketing and business development decisions.

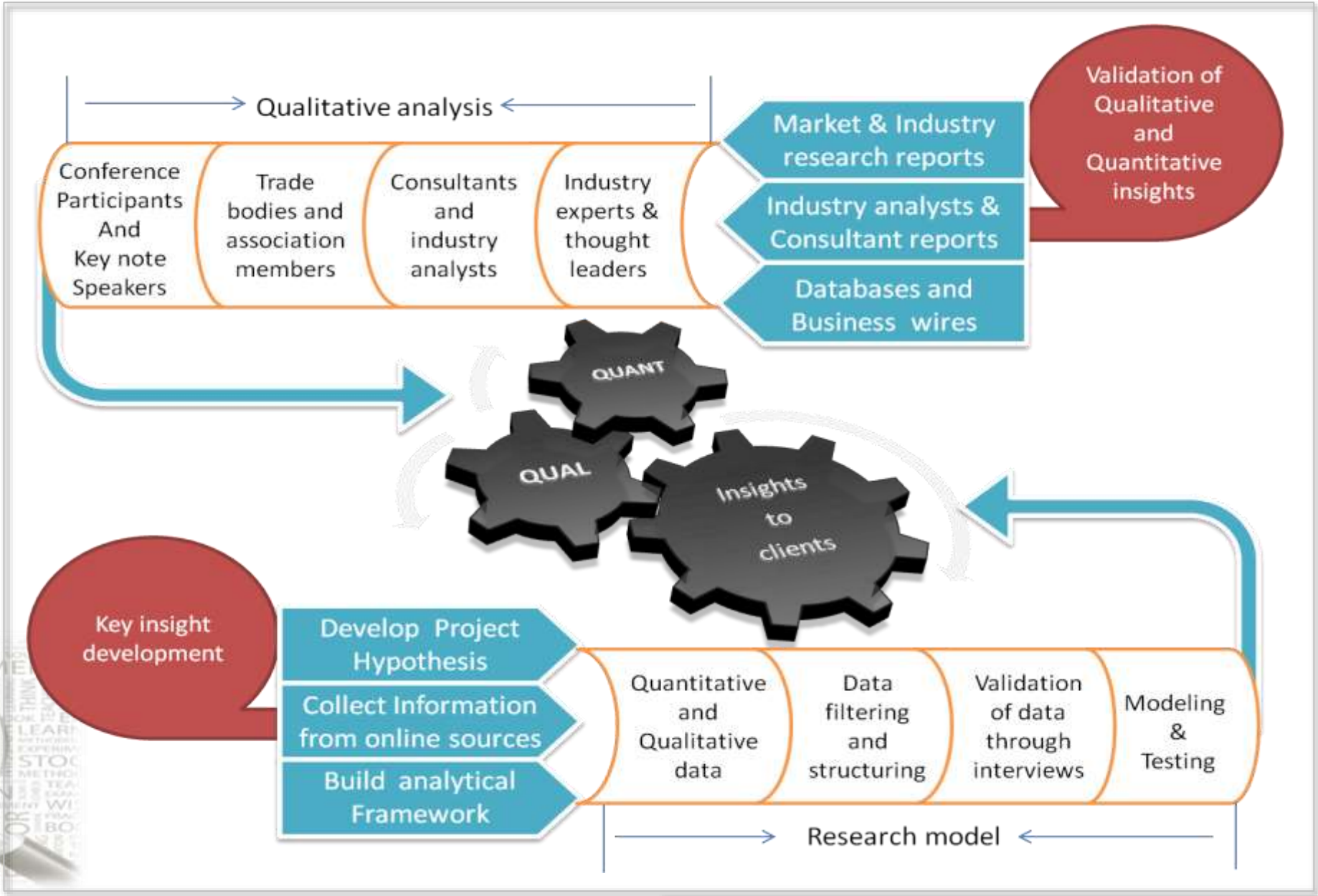
2 We help clients understand their stakeholder's perception and needs, empowering them to service better. Based on industry knowledge, strong analytics, enabling technology and a deep understanding of organizations and their customers, we identify real drivers and challenges revolving markets and customers.

3 We have built strong capabilities in collecting, interpreting and data analysis - both quantitative and qualitative research.

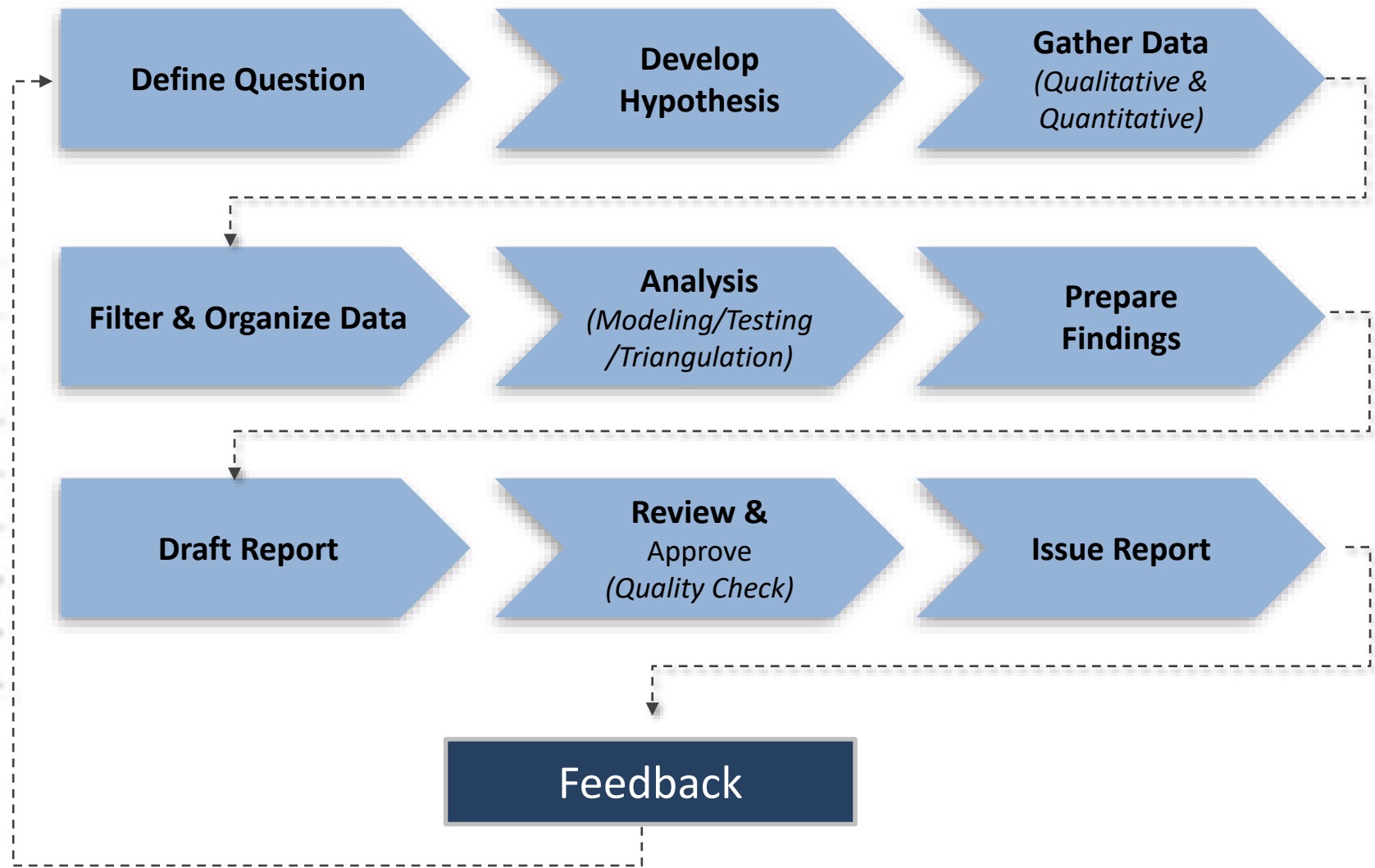
4 We know how to design studies and questionnaires, how best to get the answers, and how to correlate seemingly unrelated pieces of information through data integration.

5 The market research services that we provide include insightful strategies and best practices that can be applied for enhanced market growth.

6 We also provide in depth analysis in market segmentation that provides information on drivers and restraints, market trends, regulatory changes, competitive insights, growth forecasts, industry challenges, and strategic recommendations.





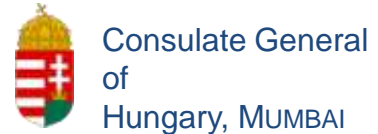




## Few of Our Esteemed Clients



Entrepreneurship  
Development  
Institute of India



# Type of Projects Handled

## Market Entry Strategy

We offer a complete and comprehensive market entry strategy for international organizations, providing strategic go-to-market recommendations on ideal product, pricing, channel strategy, promotion and communication, ideal target customer segments, and strategies to counter competition.

## Product Testing

We conduct extensive product testing among consumers to understand their current feelings and beliefs about the product, its possible pros and cons, and other factors. This is essential for devising future strategies regarding the product's content and composition, packaging, and more.

## Concept Testing

We utilize various quantitative and qualitative methods to evaluate consumer response to a product idea before its market introduction. This provides essential information for developing the product, its promotion, distribution, and pricing, as well as designing ideal communication strategies for customers.

## Market Sizing & Forecasting

We forecast and project the drivers of demand in each segment, analyzing how and by how much they are likely to change in the future. Sensitivity analyses and what-if scenarios are conducted to understand the most critical assumptions and gauge risks to the baseline forecast.

## Competitive Intelligence

We provide in-depth knowledge about key competitors, including vital information such as market share, SWOT analysis, and recent and planned strategies in product development, pricing, channel strategy, and promotions.

## Consumer Portrait

We provide a clear profile or "portrait" of the ideal target customers, identified by various characteristics such as demographics, socioeconomic status, psychographics, lifestyle, life stage, attitude, generation, and geography.

## Customer Satisfaction-CSAT

Customer Satisfaction (CSAT) is a key performance indicator, and we identify the key criteria based on which customers rate suppliers, gauge importance and satisfaction levels, and provide a CSAT Index Metric that can be benchmarked and measured periodically.

## CSR Impact Assessment

We conduct the systematic evaluation of a company's activities and initiatives in terms of their social, economic, and environmental impact.

Our CSR impact assessments help funders, grant-makers and companies to understand and evaluate the impact of their social investment





**Core Team**



### Experience:

- Years 20 +
- Market Assessment, Roadmap definition, GTM, Vendor search and evaluations
- Social – CSR Impact Assessment
- Manufacturing and Industrial - Market entry strategy, market size and competitive analysis

### Academic Qualifications:

- Advanced Financial Risk Management from IIMB
- Company Secretary from ICSI
- BBA from Rajasthan University

### A Few Engagements:

- End user analysis for a Global pharma company – The client wanted to launch its products in hospitality sector in India. 360i degree analysis was done in travel, hospitality and F&B sector. Client launched the product suited for Indian market.
- Market entry Strategy for an alloy wheel manufacturing company – A swiss company wanted to understand Indian market for launching its alloy wheels. Market analysis was done for OEM and aftermarket.
- Strategy for an international manufacturer of chemical automotive products on how to work with online service aggregators that are emerging in their sector. This was done for Europe and USA
- Distributor partner search for a legacy software organization based in Switzerland
- Region search analysis for a German medical diagnostic manufacturing company – Comparative information for 6 Indian states were given to make a decision for starting a manufacturing facility
- Concept test for an Edtech company – they wanted to launch a new Learning Management System for schools
- Cost competitiveness bench marking study for a Malaysian organization for rubber products. These products include pharma and auto products. The study was done in India, Sri Lanka, Indonesia, Malaysia, Vietnam, Thailand and China (did it three times 2011, 2014, 2017)
- India industry report on Electronic Manufacturing Services for a Chinese company

*I worked with an IT and Telecom market research company for 3 years and during my tenure I worked on various topics of IT research.*

### Industry Sectors:

- Healthcare
- Medical Devices
- IT & Telecom
- Manufacturing
- Automotive
- Social Sector
- Oil and Gas

### Previous Employers:

- Empower Research
- AMI partners
- MRPL
- AOC





### Industry Sectors:

- Marketing/Branding
- IT Services
- EdTech
- Automation
- Social Sector
- Healthcare

### Previous Employers:

- Pallikoodam Edtech
- Biome Agritech
- Journeyman Films
- ICT Health
- Infosys Limited

### Experience:

- Years 13 +
- Entrepreneur with over 10 years of experience in Strategic Management & Operational Excellence through Agile and Lean Principles
- Market Assessment, Roadmap definition, GTM
- Social – CSR Impact Assessment

### Key Engagements:

- **Managed key IT projects and Digital Marketing Teams** - Managed key IT projects such as setting up GA4 and LMS-WhatsApp integration to improve operational efficiency. Setup KPIs and SOPs for the Digital Marketing team to ensure strategic alignment and improve productivity.
- **Market entry Strategy for Biome Agritech** – Co-founded Biome Agritech and owned the strategy and operations vertical. Created the GTM strategy for Biome Farm Produce under the brand “Bit of Greens”, and for Biome’s Automated Gardening product.
- **Brand Strategy and Marketing Campaigns for Celkon** – Worked on the brand strategy and came up with the marketing campaigns for brands such as Celkon, Synergy and Pokerbaazi.
- **Strategic Planning and Brand Partnerships with NGOs and Media firms** – Defining strategic vision and direction while managing customer relationships and business development.
- **PMO and Stakeholder Management** – Setup PMO and stakeholder management protocol for capturing organizational intelligence and effective communication.
- **Product Management** – Defined product features for the SCM module for ICT Health HIMS software, reducing TAT by 25%. Managed the lifecycle from requirement gathering and analysis to implementation and support.
- **President of the RWA** – Former President of the Residents’ and Owners’ Welfare Association (RWA). I continue to be part of the core committee that guides and assist the current office holders.

### Academic Qualifications:

- MBA with CGPA of 4.0
- Google Certified Analytics and Project Management Professional
- AI Product Management from Duke University
- B.Tech in Mechanical Engineering



### Experience:

- Years 15 +
- Market Research – Customized and Syndicate reports
- Market Intelligence
- Competitive Research & Intelligence
- Procurement Intelligence/Vendor Analysis
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### Academic Qualifications:

- Masters of Science (Hons. in Biological Sciences, BITS-Pilani ,Rajasthan
- Bachelor of Engineering (Hon.) in Chemical Engineering, BITS-Pilani, Rajasthan

### Skills

- Software skills- C, AutoCAD, UNIX
- Languages Known- English, Hindi, Tamil, Kannada and beginner in French and Sanskrit.

### Key Engagements:

- Global Lab supplies Market – A tailor-made case study for leading Pharma giant :Analyzing market size, industry trends and forecasts for the corresponding regions namely North America, Europe, APAC, Africa , LATAM.
- Product concept test for a Telecom company for a new product launch
- Customized Market Intelligences for In Vitro Diagnostics market
- Customized Competitive Intelligence on Global Healthcare Services market
- Customized Intelligence on Paints & Coatings market in the APAC region/ Maintenance of APAC paint portal :paintfrost.com
- Tailor-made report on Packaging Coatings market
- Customized Intelligence on Construction Chemicals market
- Customized Intelligence on Indian High Performance Concrete and Ultra High Performance Concrete market
- Tailor-made analysis on Organic Personal Care Ingredients market
- A detailed study on Global Ready Meals Market with competitor analysis and profiling
- Tailor-made Competitive Intelligence report on US Frozen Food market

### Industry Sectors:

- Chemicals & Materials
- IT
- Pharma/Lifesciences
- Medical Devices
- Food & Beverages
- Related Services

### Previous Employers:

- Beroe
- Infiniti Research
- Frost & Sullivan



# Mr. Chiranjit Banerjee ( Consultant)

Financial Services & Risk Consulting Veteran



## Industry Sectors:

- Green energy
- Banking
- Fund Management
- IT
- Startups
- Automotive
- Oil and Gas

## Previous Employers:

- SBI
- Citi Bank
- American Express

## Experience:

- Years 45 +
- Alumni of Rashtriya Indian Military College & Presidency College ( now University )
- Co-founder of a 20-year-old bespoke business intelligence firm that advises marquee PE funds
- Known as one of the most credible sources of business intelligence & nontraditional risk management (aligned to governance and compliance) across South Asia.
- His expertise lies in soaking every shred of seemingly unconnected information, joining the dots and distilling them into credible intelligence to alert foreign investors and governance seeking Indian corporations

## Key Engagements:

- Extensive experience with both government (SBI) and private sector banks (Citibank & American Express)
- Worked across India and Southeast Asia
- Led two of the earliest merchant banks in East India
- Guest columnist for several business dailies
- Featured in panel discussions and seminars by ICAI, ICSI, XLRI, and Assocham
- Conducted numerous market entry studies across sectors such as automotive, power, green energy, banking, and fund management
- Strong connections with government officials, regulators, bankers, and industry experts
- Deep connect with MoCA and DGCA



## Prof. Raju Chandrasekar(Advisor & Board Member)

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- Prof. Chandraseka an academician, top executive and a management Practitioner.
- His educational accolades are B.E. (Hons) E&C Engineering (Madras University); B.E. (IIE- Indl. Engineering); PGDIT (IIFT-New Delhi); MBA (Bangalore University); PhD in Management (Pondicherry University); PhD (Honoris causa-USA): PhD (Honoris causa-Uganda)- Cleared by WES (USA) for teaching in US Universities
- Also in his 44 years of professional career (since 1973) he had given equal weightage to actual hands-on managerial work, global consulting and academics in nearly 50 countries.
- Professional exprience includes: Advisor, UN-WTO wing of the United Nations (Geneva) , Senior Executive, Bharat Electronics Ltd. (Government of India Enterprise) India, Area Manager, Motwane (P) Ltd., (private sector firm) India - Distributor for several MNCs, Dy. General Manager, Kerala State Electronics & Industrial Development Corporation Ltd. (KELTRON- a premier Development Bank.) India , Operations Manager, Beckman USA for India (MNC) . Director in a few firms in a professional business development role , CEO, Asia Tel Ltd. India, Consultant, HJN Telecom, USA and Partner, I-Can USA

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## Vishal Tripathi (Advisor & Board Member)

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- Vishal is Ex Gartner Analyst with more 20+ years of exp spanning across Technology Consulting, Presales, IT Advisory, Solution Architect, IT Strategy, Emerging Technologies
- Has authored branded document like Magic Quadrants, Evaluation Criteria, Best Practices, Market Trends, Hype Cycle and Cool Vendors etc. which aided clients to make the best technology investment decision
- Has contributed on the global research agenda on future like and cutting-edge technology such as, Digital, IoT, Mobility, Cloud, AI, Social etc. Deep understanding of business process flows, typical pain areas, critical metrics and business cases.
- Provides advisory support to CIOs, marketing managers and IT decision makers on various technology requirements. Help clients formulate their enterprise tech strategy and roadmap.
- Speaker at various Gartner and non-Gartner events with exceptional scores.
- Drive analysis of competitors, industries, markets, and customer requirements of IT vendors.
- Analyze and Track IT market trends, providing insights on go-to-market strategies for various geographies.

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# Thank you for giving us an opportunity to introduce our capabilities.

Please send your requirements  
to

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Phone - +91 984-561-1505

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## Appendix

### *Sample Case studies*

## Requirement

*A hospitality company wanted to do a study to find out the reason for under performance of a restaurant in Mumbai*

## Action

*Discussion with 70 people to understand the awareness and brand positioning of the restaurant. The discussion involved people who dined and did not dine at the restaurant*

### Insights from the Research:

- *Awareness of the brand*
- *% of people dined and not dined*
- *% of repeat diners*
- *Reasons for not dining*
- *Strategy to increase diners base*
- *Brand positioning*
- *Comparison with competitors*
- *Recommendation for increasing awareness*

### Requirement

*A real estate company wanted to find out the buying trends and preferences in villas in Bangalore*

### Action

*Twenty interviews were conducted with people who own a villa or planning to buy a villa in Bangalore. An excel sheet was submitted with the insights from all the respondents to the client giving the details about what motivate people to buy villas, what are the trends in their buying pattern, is it for investment or stay.*

### Insights from the Research:

- *Most of the people buy villa to be used as a second home which can be used to spend weekends.*
- *Some shift there because they want to stay away from the hustle bustle of the city and at the end of the day they feel they have come to a very good place*
- *Some buy villas as retirement homes when they do not have to commute so much and kids are settled and they can enjoy the serenity of the villas*
- *Greenery and space are the two main motivators for people to buy villa and distance is the biggest challenge for them to shift.*





# Case study – Market Size and Competitive Analysis for a Sleep Apnea Medical Device Manufacturer

## Requirement

*A medical device company wanted to find out the market size and competitive analysis for CPAP and APAP products in India*

## Action

*360° analysis was done by having a discussion with doctors, competitors, distributors and retailers. Store Audit was performed with distributors to have the understanding of the product.*

### Insights from the Research:

- *Approximate number of sleep apnea patients in India*
- *Sleep apnea Awareness in India*
- *Market governing factors*
- *Devices available in the market for sleep apnea*
- *Parallel trade of sleep apnea products in India*
- *Alternate treatments of sleep apnea*
- *Distribution dynamics of sleep apnea products*
- *Competitive analysis of players present in the market*

## Requirement

*A software giant wanted to find out the level of satisfaction amongst their channel partner*

## Action

*Six focus group discussions were conducted in Mumbai, Delhi and Bangalore with the client's certified partners. A presentation was submitted which focussed on issues faced by the channel partners. The level of satisfaction was very low among the channel partners and they had several issues unaddressed.*

## Benefit to the Client:

*Our actionable insights helped the client take necessary measures to address issues within the next 90 days. This resulted in open communication and increase in efficiency of their partners.*



# Case study – Strategic Primary & Secondary Research For a Printing & Imaging Company

## Requirement

*A global player in the printing and imaging space wanted to understand and analyze the size of 'Printing and Scanning Solution Market' and market share in India enjoyed by major players*

## Action

*A 360° approach was followed to give the required output to the client.*



## Insights from the Research:

- *Market size and share*
- *Market trends and growth*
- *Market forecasting*
- *Competitive landscape*

*Our strategic actionable insights helped the company fine tune their business strategies to increase market growth.*

### Requirement

*A global player in the printing and imaging space wanted to understand and analyze the size of 'Printing and Scanning Solution Market' and market share in India enjoyed by major players*

### Action

*Primary research was conducted all the countries with trade association, manufacturer and distributors to find out the cost break up of various products. Information from all the sources was aggregated to get the market size of the products in respective countries*

### Benefit to the Client:

*Strategic recommendation provided by ResearchnConsulting helped the client understand the current and future market dynamics in six countries.*

*The countries covered were India, Malaysia, Thailand, Vietnam, Indonesia and China*

